STUKENT

Certificate of Completion

This Certificate is presented to

Briana Rodriguez



Media Planning Simternship®

Completed on: **April 28, 2025**

This certificate signifies experience:

- Analyzing crosstab reports to determine consumer demographic and psychographic data
- Selecting successful messaging drivers to elicit a desired audience response
- Assisting a colleague in selecting their own messaging and strategic drivers
- Managing $2 million and $3 million budgets to purchase advertising on various marketing media channels and vehicles in order to drive impressions
- Identifying the characteristics of a target persona
- Selecting successful strategic drivers during a target audience's consumer journey
- Evaluating a media crosstab report to guide selection of a media allocation plan to direct ad spending
- Responding to questions from colleagues about a wide variety of media planning concepts