



7 Courses

Introduction to Digital Marketing

Digital Advertising

Search Engine Optimization and Content Marketing

Social Media Marketing

E-commerce Marketing and Email Campaigns

Generative AI: Accelerate your Digital Marketing Career

Capstone Project: Digital Marketing and Growth Hacking



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RAUL EMILIAN RUS

has successfully completed the online, non-credit Professional Certificate

IBM Digital Marketing and Growth Hacking

The certificate holder has gained comprehensive digital marketing skills, combining strategic knowledge with practical, job-ready expertise. The certificate holder can design and execute effective social media campaigns across different platforms, leveraging digital advertising strategies. They can optimize SEO best practices and conduct keyword research to enhance online visibility. The certificate holder can enhance e-commerce and email marketing by refining product listings, using customer insights, and creating targeted, engaging email campaigns. Additionally, they are skilled in using generative AI to create engaging, personalized content and automate marketing processes. Overall, they are prepared to develop and execute a comprehensive digital marketing strategy.

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

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