

For the successful completion of the CareerFoundry course

# Digital Marketing Immersion

CareerFoundry proudly awards this certificate to

**Sami Tachiri**

Date of completion  
**Jan 30th, 2024**

**The student has covered the following skills in the course**

- Digital marketing strategies and funnels
- Paid and organic social media marketing
- Creating and using buyer personas
- Conduct industry, competitor, and keyword research
- Defining marketing budgets, goals, and KPIs
- Collaboration, communication, and project management
- Design and execute ethical, inclusive, and accessible marketing initiatives
- Content writing and SEO
- Analyzing marketing data and preparing reports
- Creating on-brand written and visual content
- Campaign planning and execution
- Presenting to clients and stakeholders
- Ad creation, tracking, and A/B testing
- Email marketing campaigns and automation



A blue ink handwritten signature, appearing to read 'MR', is written over a horizontal line.

**Martin Ramsin**

Managing Director