

# Congratulations!

Melanie Wilpert



Completed

## Google Analytics Individual Qualification

on August 28, 2019

Completion ID: 27420497   Expires: August 28, 2020



You understand advanced Google Analytics concepts.



# Congratulations!

Melanie Wilpert



Completed

## Google Ads Search Certification

on July 23, 2019

Completion ID: 27138311   Expires: July 23, 2020



You know how Google Ads Search works and how to setup your Google Ads Search campaign.



# Congratulations!

Melanie Wilpert



Completed

## Google Ads Fundamentals

on January 16, 2019

Completion ID: 27135214 Expires: January 16, 2020



You know the basics of Google Ads and how to promote your business online.





# HubSpot Marketing Software Certified

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**Melanie Wilpert**

The bearer of this certificate is hereby deemed capable of using the HubSpot marketing software to create and implement a cohesive inbound marketing strategy. They have demonstrated their proficiency in the essential functions of Marketing Hub and its core tools.

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Certified: Feb 1 2019 - Valid until: Feb 1 2020

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**HubSpot** Academy

CEO Brian Halligan



# Inbound Marketing Certified

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**Melanie Wilpert**

The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound marketing techniques. They have been tested on best practices and are ready to take an inbound approach to creating content, using social promotion, converting and nurturing leads, and marketing to customers.

Certified: Jan 7 2019 - Valid until: Feb 5 2021

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**HubSpot** Academy

A handwritten signature in black ink, appearing to read 'Brian Halligan'.

CEO Brian Halligan



## Social Media Certified

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**Melanie Wilpert**

The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound social media strategy. They have been tested on best practices and are ready to take an inbound approach to social media including: social monitoring, content strategy, social engagement, creating social media policies, and demonstrating social ROI to stakeholders.

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Certified: Dec 9 2018 - Valid until: Jan 7 2021

**HubSpot** Academy

CEO Brian Halligan



## Email Marketing Certified

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**Melanie Wilpert**

The bearer of this certification is hereby deemed knowledgeable of building an email marketing strategy to build trust. They have been tested on best practices that focus on segmentation, high-performing email sends, outlining email design, and email deliverability, and can establish metrics to test, optimize, and improving their email marketing strategy.

Certified: Jan 17 2019 - Valid until: Feb 15 2021

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**HubSpot** Academy

A handwritten signature in black ink, appearing to read 'Brian Halligan'.

CEO Brian Halligan

# SEMrush Certification

D i g i t a l   M a r k e t i n g



**SEMRUSH  
ACADEMY**

DIGITAL MARKETING EDUCATION & CERTIFICATION

# Melanie Wilpert

is awarded this certificate of achievement for the successful completion of the

## SEMrush SEO Toolkit Exam

Certificate expires **19 Jul 2020**



Certificate of completion #13cd006e17cd58d  
Certification exam ID-6



# SEMrush Certification

D i g i t a l   M a r k e t i n g



**SEMRUSH  
ACADEMY**

DIGITAL MARKETING EDUCATION & CERTIFICATION

# Melanie Wilpert

is awarded this certificate of achievement for the successful completion of the

## **SEMrush Advertising Toolkit Exam**

Certificate expires **18 Jul 2020**



Certificate of completion #40267b52c7195c0  
Certification exam ID-8