

Digital Marketing Bootcamp Certificate - UC Berkeley Extension

Aoife M. Cullen

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Author Note

I obtained this certification through an online program in 2022. At the time, I was at a crossroads of wanting to advance in my career, but I was undecided in which direction to take. I took the opportunity to gain a new set of skills in an area that I was previously unfamiliar with. This program allowed me to build a foundational and working knowledge of the top digital and social media channels used by marketers to reach and engage with a target audience. Since completing this certificate, I have found many ways to apply these skills and this knowledge base to public health concepts, especially health communications and tailoring intervention planning to priority populations.

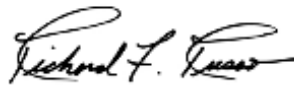
UC Berkeley Extension

Aoife Cullen

has successfully completed the

Berkeley Digital Marketing Boot Camp

October 17, 2022



Richard F. Russo, MBA, CPA
Dean, Extended Education

