



4 Courses

Customer Understanding and
Digital Marketing Channels

Measurement and Analysis

Campaign Performance
Reporting, Visualization, &
Improvement

Advanced Tools for Digital
Marketing Analytics



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Yağmur Çakırgöz

has successfully completed the online Professional Certificate

Unilever Digital Marketing Analyst

This certificate is designed for analytically-minded learners seeking a new job in an in-demand field and professionals interested in advancing their career in digital marketing analytics. The program combines a comprehensive overview of digital marketing fundamentals with a focus on the marketing analytics tools, processes, and software. It includes real-world scenarios and hands-on activities that prepare the learner to be part of designing and implementing digital marketing strategies.

Unilever

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