



Social Media Certified

Jihyeon Song

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.

Valid from: May 12 2025 - Jun 11 2027

Certification code: 6445ff6c03424efc95e3d2aea19860ce

HubSpot Academy

Yamini
CEO Yamini Rangan

 Meta Blueprint



Build an online presence with a Facebook Page

Jihyeon Song

05/14/2025

 Meta Blueprint



ect with customers using Meta Business

Jihyeon Song

05/14/2025

 Meta Blueprint



ublish your business presence with Messe

Jihyeon Song

05/14/2025

Meta Blueprint



Get started with advertising on Facebook and Instagram

Jihyeon Song

05/14/2025

 Meta Blueprint



Build an online business presence with Instagram

Jihyeon Song

05/14/2025

Meta Blueprint



Privacy and data protection across Meta technologies

Jihyeon Song

05/14/2025

Meta Blueprint



Set up and use the Meta Pixel and Meta Conversions
API for website campaigns

Jihyeon Song

05/14/2025

 Meta Blueprint



Start marketing with Meta technologies

Jihyeon Song

05/14/2025

 Meta Blueprint



Use WhatsApp for a business

Jihyeon Song

05/14/2025



Digital Advertising Certified

Jihyeon Song

The bearer of this certificate is hereby deemed to be knowledgeable and skilled in digital advertising. They have been tested on the content and best practices and have an understanding of digital advertising."

Valid from: Sep 2 2025 - Oct 2 2026

Certification code: 37f260ee0839452788eb0783bdb07649

HubSpot Academy

Yamini
CEO Yamini Rangan



This acknowledges that

파카알

Has successfully completed and is certified in
Google Ads Display Certification

Issue Date: August 25, 2025
Expiry Date: August 25, 2026
Certificate ID: 159074799





This acknowledges that

파카알

Has successfully completed and is certified in
Google Ads Search Certification

Issue Date: August 20, 2025
Expiry Date: August 20, 2026
Certificate ID: 158669345





This acknowledges that

파카알

Has successfully completed and is certified in
Google Ads Measurement Certification

Issue Date: August 26, 2025
Expiry Date: August 26, 2026
Certificate ID: 159177970



Certificate of Completion

This Certificate is presented to

Jihyeon Song



Digital Marketing Simternship®

Completed on: **August 29, 2025**

This certificate signifies experience:

- Strategically selecting, prioritizing, and optimizing keywords
- Interpreting vanity metrics (impressions and clicks) when evaluating the value of a campaign
- Calculating and using KPIs, including ROI, and knowing when to prioritize these metrics
- Performing A/B testing to identify the best approach for retargeting
- Effectively allocating a budget to maximize profits
- Optimizing landing pages
- Utilizing digital tools and tactics to improve campaign performance
- Effectively organizing, creating, and optimizing search, display (interest-based, remarketing), and shopping ads