



## EMAIL MARKETING CERTIFIED

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### Kelly Smith

The bearer of this certificate is hereby deemed knowledgeable of using email marketing as a sustainable channel to close leads and delight customers. He/she has been tested on best practices that focus on anti-spam compliance, high-converting email sends, mobile optimization and using established metrics to test, optimize, and improve their email marketing.

Certified: Aug 2 2017 - Valid until: Oct 1 2019

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CEO **Brian Halligan**