



3 Courses

**Generative AI: Introduction  
and Applications**

**Generative AI: Prompt  
Engineering Basics**

**Generative AI: Accelerate  
your Digital Marketing  
Career**



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**Abdul Salam**

has successfully completed the online, non-credit Specialization

# Generative AI for Digital Marketing

The certificate holder is proficient in leveraging generative AI (gen AI) to enhance a career in digital marketing. The certificate holder can explain the core concepts, capabilities, and applications of gen AI. They can write effective prompts to produce high-quality marketing content, such as articles, social media posts, and ad copy. The certificate holder is prepared to use gen AI to optimize digital ads, SEO, and email marketing strategies and personalize campaigns. Additionally, they can use AI-driven strategies to enhance e-commerce experiences and optimize email marketing. By completing the labs and projects, the certificate holders demonstrated their skills in using gen AI to optimize different functions in digital marketing.

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Rav Ahuja  
Global Program  
Director,  
Skills Network

Antonio Cangiano  
Engineering Manager  
and AI Specialist  
IBM Digital Business  
Group

Subject Matter Expert  
SkillUp EdTech

Verify this certificate at:

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