



4 Courses

**Customer Understanding
and Digital Marketing
Channels**

Measurement and Analysis

**Campaign Performance
Reporting, Visualization, &
Improvement**

**Advanced Tools for Digital
Marketing Analytics**



Jul 1, 2025

Al Rey Villagracia

has successfully completed the online, non-credit 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.

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.

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