

PROFESSIONAL CERTIFICATE IN DIGITAL MARKETING

This certificate is awarded to

YONG WEI RU @ WAYNE YONG

For having successfully completed the certification
programme which comprises the following modules

- (i) Digital Marketing - Social Media Marketing
- (ii) Digital Marketing - Search Engine Marketing
- (iii) Digital Marketing - Creating and Curating Display Content in Your Digital Strategy
- (iv) Digital Marketing - Creating and Curating Video Content in Your Digital Strategy
- (v) Digital Marketing - Building a WordPress Site for Conversion
- (vi) Digital Marketing - Persuasive Copywriting in Your Digital Strategy

from 19 June 2019 to 30 May 2020



Dr Lim Lai Cheng
Executive Director, SMU Academy
Singapore Management University



05/SMU-A/GCCM-DMSMM/190026

13 August 2019

Yong Wei Ru

Singapore

Dear Yong Wei Ru,

RE: ASSESSMENT RESULT FOR COURSE: DIGITAL MARKETING – SOCIAL MEDIA MARKETING

Congratulations on your completion of Singapore Management University (SMU)'s course – **Digital Marketing – Social Media Marketing**, conducted on the 19, 20 and 22 June 2019. You have passed and obtained a final grade of **A** for this module.

2. As this programme is one of the six modules leading to SMU's Graduate Certificate in Communication Management; and subsequently SMU's Master of Science in Communication Management, you may wish to consider pursuing the remaining modules to attain the full qualification.
3. Once again, on behalf of the SMU Academy, I wish you success in your lifelong learning journey.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Harry", is written over a horizontal dashed line.

Mr Harry Lee
Programme Director
Graduate Certificate in Communication Management
Graduate Certificate in Applied Innovation
Professional Certificate in Digital Marketing
SMU Academy



05/SMU-A/GCCM-DMSEM/190022

13 August 2019

Yong Wei Ru

Singapore

Dear Yong Wei Ru,

RE: ASSESSMENT RESULT FOR COURSE: DIGITAL MARKETING – SEARCH ENGINE MARKETING

Congratulations on your completion of Singapore Management University (SMU)'s course – **Digital Marketing – Search Engine Marketing**, conducted on the 26, 27 and 29 June 2019. You have passed and obtained a final grade of **A** for this module.

2. As this programme is one of the six modules leading to SMU's Graduate Certificate in Communication Management; and subsequently SMU's Master of Science in Communication Management, you may wish to consider pursuing the remaining modules to attain the full qualification.

3. Once again, on behalf of the SMU Academy, I wish you success in your lifelong learning journey.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Harry", is written over a horizontal dashed line.

Mr Harry Lee

Programme Director

Graduate Certificate in Communication Management

Graduate Certificate in Applied Innovation

Professional Certificate in Digital Marketing

SMU Academy

01/SMU-A/PCDM-DMDisplay/200030

30 January 2020

Yong Wei Ru @ Wayne Yong

Singapore

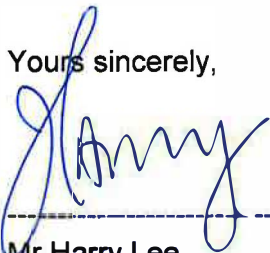
Dear Yong Wei Ru @ Wayne Yong,

RE: ASSESSMENT RESULT FOR COURSE: DIGITAL MARKETING – CREATING AND CURATING DISPLAY CONTENT IN YOUR DIGITAL STRATEGY

Congratulations on your completion of Singapore Management University (SMU)'s course – **Digital Marketing – Creating and Curating Display Content in Your Digital Strategy**, conducted on the 9, 10 and 11 January 2020. You have passed and obtained a final grade of **A-** for this module.

2. As this programme is one of the six modules leading to SMU's Professional Certificate in Digital Marketing, you may wish to consider pursuing the remaining modules to attain the full qualification.
3. Once again, on behalf of the SMU Academy, I wish you success in your lifelong learning journey.

Yours sincerely,



Mr Harry Lee

Programme Director

Graduate Certificate in Communication Management

Graduate Certificate in Applied Innovation

Professional Certificate in Digital Marketing

SMU Academy

CERTIFICATE

OF PARTICIPATION

This certificate is awarded to

YONG WEI RU @ WAYNE YONG

For having successfully completed the module

**Digital Marketing - Creating and Curating Video Content
in Your Digital Strategy**

of the Professional Certificate in Digital Marketing

from 16 January - 18 January 2020



Dr Lim Lai Cheng
Executive Director, SMU Academy
Singapore Management University

CERTIFICATE

OF PARTICIPATION

This certificate is awarded to

YONG WEI RU @ WAYNE YONG

For having successfully completed the module

Digital Marketing - Building a WordPress Site for
Conversion

of the Professional Certificate in Digital Marketing
from 28 May 2020 to 30 May 2020



Dr Lim Lai Cheng
Executive Director, SMU Academy
Singapore Management University

CERTIFICATE

OF PARTICIPATION

This certificate is awarded to

YONG WEI RU @ WAYNE YONG

For having successfully completed the module

**DIGITAL MARKETING - PERSUASIVE
COPYWRITING IN YOUR DIGITAL STRATEGY**

of the Professional Certificate in Digital Marketing

from 14 May 2020 - 16 May 2020



Dr Lim Lai Cheng
Executive Director, SMU Academy
Singapore Management University