



4 Courses

Customer Understanding
and Digital Marketing
Channels

Measurement and Analysis

Campaign Performance
Reporting, Visualization, &
Improvement

Advanced Tools for Digital
Marketing Analytics



Sep 21, 2025

aakash saxena

has successfully completed the online 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.

Unilever

This certificate attests to the learner's completion of an online program delivered via Coursera. It does not constitute formal enrollment at any university or entity and does not itself grant academic credit, grades, or a degree. Institutions or organizations may, at their discretion, recognize this learning toward their own programs or credentials.

Verify this certificate at:

[https://coursera.org/verify/profession
al-cert/0632ERG39TGK](https://coursera.org/verify/professional-cert/0632ERG39TGK)