

# Certificate

# AI Marketing Manager:in

For:

Annegret Angele

- Basics in Generative AI for the creative industry
- Effective communication and ethical use of Generative AI
- Use and optimization of ChatGPT and related platforms
- Advanced prompt engineering for text generation
- Creation and adaptation of custom GPTs for marketing tasks
- Automated research and trend analysis with Generative AI
- Creation of on-brand visuals with Midjourney
- Strategic planning and execution of AI-supported marketing campaigns
- Measurement and optimization of AI-supported campaigns



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Date

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