Certificate

AI Marketing Manager:in

For:

Kilian Schulze

- 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



27-05-2024

Date

Kiki Wöhl

Managing Director

DECAID Academy E-Learning GmbH