



3 Courses

Generative AI: Introduction and Applications

Generative AI: Prompt Engineering Basics

Grow with AI: Your AI-driven Growth Marketing strategy



STARWEAVER®

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Rui Su

has successfully completed the online Specialization

Generative AI for Growth Marketing

Learners completing this specialization will gain a practical understanding of how to apply Generative AI and automation tools across the entire marketing funnel. They will have developed a strategic marketing campaign powered by AI, created original content, and implemented customer segmentation and performance tracking strategies. This certificate confirms their ability to design and execute AI-powered marketing solutions in modern business contexts.

Rav Ahuja
Global Program
Director,
Skills Network

Antonio Cangiano
Engineering Manager
and AI Specialist
IBM Digital Business
Group

Thalita Milan

Thalita Milan
Marketing Automation
Consultant & HubSpot
Expert

Starweaver Instructor
Team

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