



EMAIL MARKETING CERTIFIED

# Tralon Williams

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The bearer of this certificate is hereby deemed knowledgeable of using email marketing as a sustainable channel to close leads and delight customers. He/she has been tested on best practices that focus on anti-spam compliance, high-converting email sends, mobile optimization and using established metrics to test, optimize, and improve their email marketing.

Certified: 5/2017 - Expires: 7/2019

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CEO Brian Halligan