



Microsoft
Advertising

**CERTIFIED
EXPERT**





Microsoft
Advertising

RETAIL

CERTIFICATION





Microsoft
Advertising

SEARCH

CERTIFICATION





Microsoft
Advertising

**DISPLAY
& VIDEO**

CERTIFICATION





This acknowledges that

Alessio Fleites

Has successfully completed and is certified in

Google Ads Search Certification

Issue Date: March 7, 2025
Expiry Date: March 7, 2026
Certificate ID: 136287030





This acknowledges that

Alessio Fleites

Has successfully completed and is certified in

AI-Powered Performance Ads Certification

Issue Date: March 7, 2025
Expiry Date: March 7, 2026
Certificate ID: 136296069





This acknowledges that

Alessio Fleites

Has successfully completed and is certified in

Conversion Optimization Certification Exam

Issue Date: March 8, 2025
Expiry Date: March 8, 2026
Certificate ID: 136327675





This acknowledges that

Alessio Fleites

Has successfully completed and is certified in

Google Ads Display Certification

Issue Date: March 8, 2025
Expiry Date: March 8, 2026
Certificate ID: 136331046





This acknowledges that

Alessio Fleites

Has successfully completed and is certified in
Google Ads - Measurement Certification

Issue Date: March 8, 2025
Expiry Date: March 8, 2026
Certificate ID: 136324472





This acknowledges that
Alessio Fleites

Has successfully completed and is certified in
Grow Offline Sales Certification

Issue Date: March 8, 2025
Expiry Date: March 8, 2026
Certificate ID: 136329010





This acknowledges that
Alessio Fleites

Has successfully completed and is certified in
Google Ads Video Certification

Issue Date: March 8, 2025
Expiry Date: March 8, 2026
Certificate ID: 136332430



UC DAVIS

Jan 24, 2025

Alessio Fleites

has successfully completed

Advanced Content and Social Tactics to Optimize SEO

an online non-credit course authorized by University of California, Davis and offered
through Coursera



Eric Enge
Lead Author of "The Art of SEO"
President, Pilot Holding, Inc.

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/I89XNK7XRMX7>

Coursera has confirmed the identity of this individual and
their participation in the course.



Certificate no: UC-e429795f-e833-46b6-ac56-c31bd0ab5191

Certificate url: ude.my/UC-e429795f-e833-46b6-ac56-c31bd0ab5191

Reference Number: 0004

CERTIFICATE OF COMPLETION

Advanced SEO Strategies 2025 - Level Up Your SEO Knowledge

Instructors **Joshua George, ClickSlice Ltd**

Alessio Fleites

Date **Feb. 13, 2025**

Length **4.5 total hours**



Jan 20, 2025

Alessio Fleites

has successfully completed

Advanced Tools for Digital Marketing Analytics

an online non-credit course authorized by Unilever and offered through Coursera

The Unilever logo, featuring the word 'Unilever' in blue script.

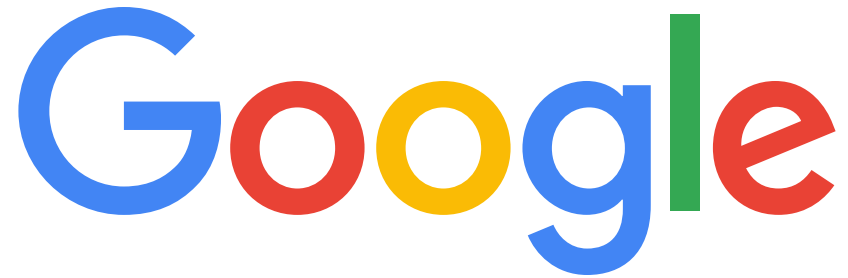
COURSE CERTIFICATE



Verify at:

<https://coursera.org/verify/AMQS68NIHRC5>

Coursera has confirmed the identity of this individual and
their participation in the course.



Jan 8, 2025

Alessio Fleites

has successfully completed

Agile Project Management

an online non-credit course authorized by Google and offered through Coursera

A handwritten signature in black ink, reading "Amanda Brophy".

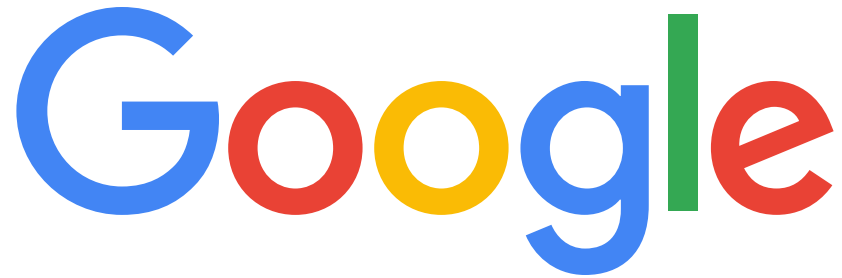
Amanda Brophy
Global Director of Google Career Certificates

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/SUP8JQ428U47>

Coursera has confirmed the identity of this individual and
their participation in the course.



Jan 8, 2025

Alessio Fleites

has successfully completed

Capstone: Applying Project Management in the
Real World

an online non-credit course authorized by Google and offered through Coursera

A handwritten signature in black ink, reading "Amanda Brophy".

Amanda Brophy
Global Director of Google Career Certificates

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/OBM4S1E6JGTH>

Coursera has confirmed the identity of this individual and
their participation in the course.



Jan 24, 2025

Alessio Fleites

has successfully completed

Improve Efficiency in Asana for Project Managers

an online non-credit project authorized by Coursera Project Network and offered through
Coursera

Amanda Stockwell

Amanda Stockwell
Project Manager
Freedom Learning Group

PROJECT
CERTIFICATE



Verify at:
<https://coursera.org/verify/PV2GJ5UGU7JQ>

Coursera has confirmed the identity of this individual and
their participation in the project.



Jan 20, 2025

Alessio Fleites

has successfully completed

Campaign Performance Reporting, Visualization, & Improvement

an online non-credit course authorized by Unilever and offered through Coursera

The Unilever logo, featuring the word 'Unilever' in blue script.

COURSE CERTIFICATE



Verify at:
<https://coursera.org/verify/N02ES7BMZCE2>

Coursera has confirmed the identity of this individual and
their participation in the course.



Certificate no: UC-512ebaed-f368-4905-bdd1-6a770da899bf

Certificate url: ude.my/UC-512ebaed-f368-4905-bdd1-6a770da899bf

Reference Number: 0004

CERTIFICATE OF COMPLETION

Canva Master Course 2025 | Learn Canva with Ronny

Instructors **Ronny Hermosa**

Alessio Fleites

Date **March 11, 2025**

Length **31 total hours**



Jan 6, 2025

Alessio Fleites

has successfully completed

Sales Analysis with Claude: Data Driven Sales Analytics

an online non-credit project authorized by Coursera Project Network and offered through Coursera

Hussein

Hussein ElGhoul
Data Engineer
Computer Science

PROJECT
CERTIFICATE



Verify at:
<https://coursera.org/verify/6IAZ9OKNBWKA>

Coursera has confirmed the identity of this individual and their participation in the project.



Jan 17, 2025

Alessio Fleites

has successfully completed

Customer Understanding and Digital Marketing Channels

an online non-credit course authorized by Unilever and offered through Coursera

The Unilever logo, featuring the word 'Unilever' in blue script.

COURSE CERTIFICATE



Verify at:
<https://coursera.org/verify/D7I1E2Y57HK1>

Coursera has confirmed the identity of this individual and
their participation in the course.



Jan 17, 2025

Alessio Fleites

has successfully completed

Doing more with Google Sheets

an online non-credit course authorized by Google Cloud and offered through Coursera

Google Cloud Training

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/39KYENKTA7VB>

Coursera has confirmed the identity of this individual and
their participation in the course.

Certificate of Completion

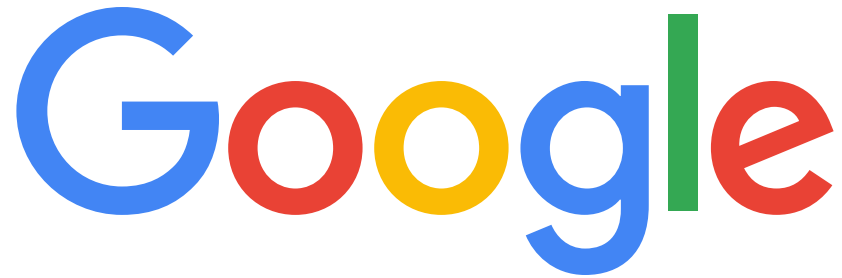


Google My Business

Completed by Alessio Fleites on March 8, 2025

You know how to use Google My Business to create listings that stand out when customers search online.

Completion ID: 374302021



Jan 7, 2025

Alessio Fleites

has successfully completed

Foundations of Project Management

an online non-credit course authorized by Google and offered through Coursera

A handwritten signature in black ink, reading "Amanda Brophy".

Amanda Brophy
Global Director of Google Career Certificates

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/2DIHZTPAFBIW>

Coursera has confirmed the identity of this individual and
their participation in the course.



This acknowledges that
Alessio Fleites

Has successfully completed and is certified in
Google Analytics Certification

Issue Date: February 21, 2025
Expiry Date: February 21, 2026
Certificate ID: 134512452





Certificate no: UC-fcccf6f6-02b8-4b20-9b6d-03415aad5022

Certificate url: ude.my/UC-fcccf6f6-02b8-4b20-9b6d-03415aad5022

Reference Number: 0004

CERTIFICATE OF COMPLETION

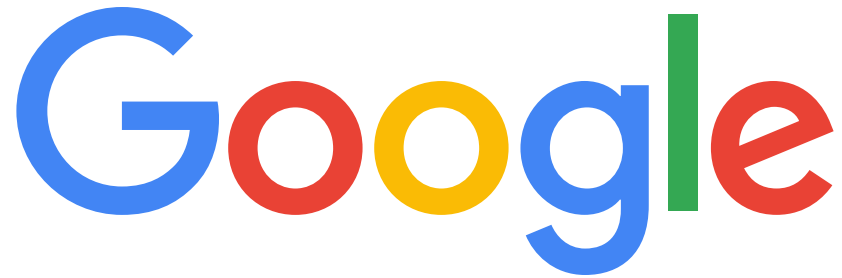
Ultimate Google Analytics 4 course + 50 practical examples

Instructors **Pavel Brecik**

Alessio Fleites

Date **Feb. 21, 2025**

Length **5.5 total hours**



Dec 30, 2024

Alessio Fleites

has successfully completed

Make the Sale: Build, Launch, and Manage E-commerce Stores

an online non-credit course authorized by Google and offered through Coursera

A handwritten signature in black ink, reading "Amanda Brophy".

Amanda Brophy
Global Director of Google Career Certificates

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/GZHVBF30U0V0>

Coursera has confirmed the identity of this individual and
their participation in the course.



Dec 27, 2024

Alessio Fleites

has successfully completed

Think Outside the Inbox: Email Marketing

an online non-credit course authorized by Google and offered through Coursera

A handwritten signature in black ink, reading "Amanda Brophy".

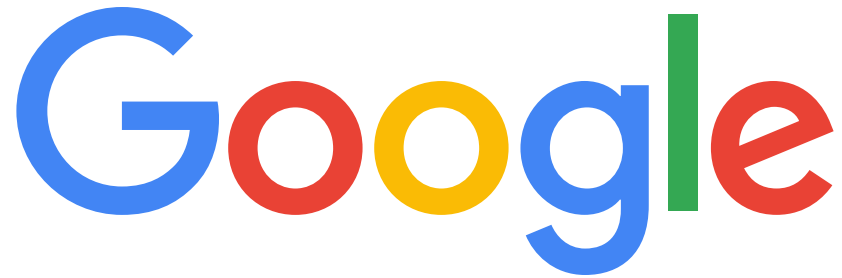
Amanda Brophy
Global Director of Google Career Certificates

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/VI2X9XMZQMP>

Coursera has confirmed the identity of this individual and
their participation in the course.



Dec 17, 2024

Alessio Fleites

has successfully completed

Attract and Engage Customers with Digital Marketing

an online non-credit course authorized by Google and offered through Coursera

A handwritten signature in black ink, reading "Amanda Brophy", is positioned above a dotted line.

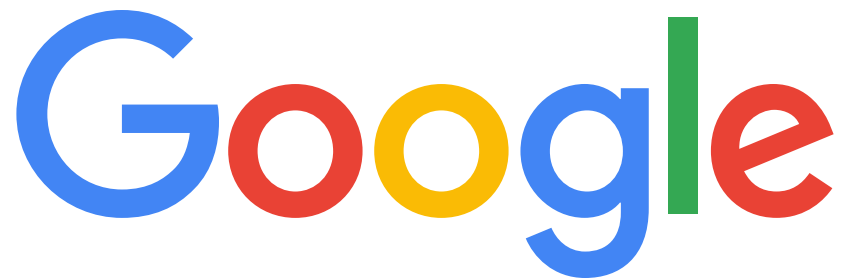
Amanda Brophy
Global Director of Google Career Certificates

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/J5BQGJMjHNLE>

Coursera has confirmed the identity of this individual and
their participation in the course.



Dec 15, 2024

Alessio Fleites

has successfully completed

Foundations of Digital Marketing and E-commerce

an online non-credit course authorized by Google and offered through Coursera

A handwritten signature in black ink, reading "Amanda Brophy".

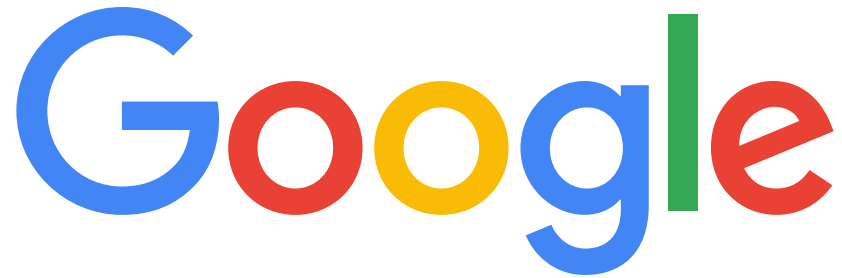
Amanda Brophy
Global Director of Google Career Certificates

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/941VLX9WB31L>

Coursera has confirmed the identity of this individual and
their participation in the course.



Dec 20, 2024

Alessio Fleites

has successfully completed

From Likes to Leads: Interact with Customers
Online

an online non-credit course authorized by Google and offered through Coursera

A handwritten signature in black ink, reading "Amanda Brophy".

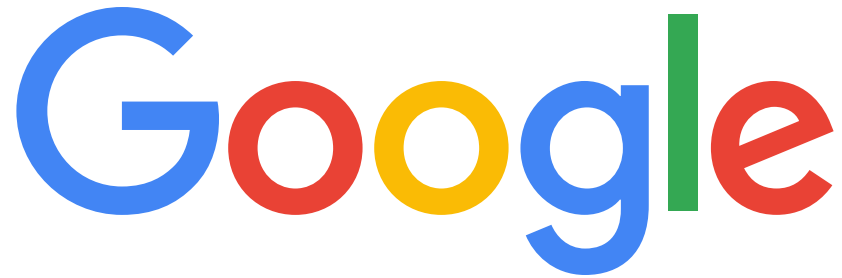
Amanda Brophy
Global Director of Google Career Certificates

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/BHAZ2HTZG4L1>

Coursera has confirmed the identity of this individual and
their participation in the course.



Jan 1, 2025

Alessio Fleites

has successfully completed

**Satisfaction Guaranteed: Develop Customer Loyalty
Online**

an online non-credit course authorized by Google and offered through Coursera

A handwritten signature in black ink, reading "Amanda Brophy".

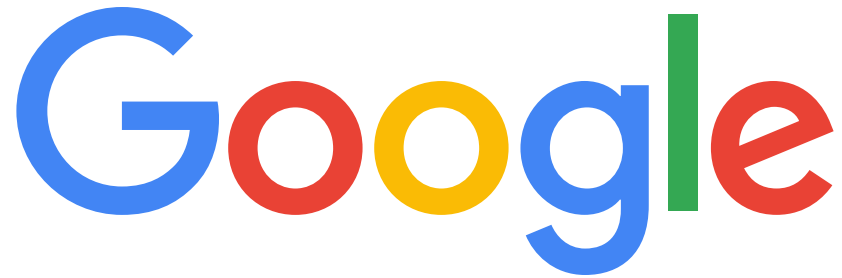
Amanda Brophy
Global Director of Google Career Certificates

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/WYV0SJ3H49DJ>

Coursera has confirmed the identity of this individual and
their participation in the course.



Jan 2, 2025

Alessio Fleites

has successfully completed

Assess for Success: Marketing Analytics and
Measurement

an online non-credit course authorized by Google and offered through Coursera

A handwritten signature in black ink, reading "Amanda Brophy".

Amanda Brophy
Global Director of Google Career Certificates

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/5RJWPP2D5TX2>

Coursera has confirmed the identity of this individual and
their participation in the course.



6 Courses

Foundations of Project Management

Project Initiation: Starting a Successful Project

Project Planning: Putting It All Together

Project Execution: Running the Project

Agile Project Management

Capstone: Applying Project Management in the Real World



Jan 8, 2025

Alessio Fleites

has successfully completed the online, non-credit Professional Certificate

Google Project Management

Those who earn the Google Project Management Certificate have completed six courses, developed by Google, that include hands-on, practice-based assessments and are designed to prepare them for introductory-level roles in Project Management. They are competent in initiating, planning and running both traditional and agile projects.

Google

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Verify this certificate at:

<https://coursera.org/verify/professional-cert/7EYR83H1396Y>



Jan 15, 2025

Alessio Fleites

has successfully completed

Google Sheets

an online non-credit course authorized by Google Cloud and offered through Coursera

Google Cloud Training

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/J4VM34SED09K>

Coursera has confirmed the identity of this individual and
their participation in the course.



Jan 16, 2025

Alessio Fleites

has successfully completed

Google Sheets - Advanced Topics

an online non-credit course authorized by Google Cloud and offered through Coursera

Google Cloud Training

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/FYYG251TB2JL>

Coursera has confirmed the identity of this individual and
their participation in the course.



Jan 15, 2025

Alessio Fleites

has successfully completed

Google Slides

an online non-credit course authorized by Google Cloud and offered through Coursera

Google Cloud Training

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/XGKQ6L8IDT43>

Coursera has confirmed the identity of this individual and
their participation in the course.



Certificate no: UC-69a4791c-afdb-438b-aa86-1c101cd2f15e

Certificate url: ude.my/UC-69a4791c-afdb-438b-aa86-1c101cd2f15e

Reference Number: 0004

CERTIFICATE OF COMPLETION

(NEW) The Complete Growth Hacking & Conversion Course

Instructors **iMarket XL, Matt Jensen**

Alessio Fleites

Date **March 15, 2025**

Length **7.5 total hours**



Certificate no: UC-b5bd7c61-736a-4f6a-a67e-516bc44a6832

Certificate url: ude.my/UC-b5bd7c61-736a-4f6a-a67e-516bc44a6832

Reference Number: 0004

CERTIFICATE OF COMPLETION

Google Tag Manager (GTM) Training Course - From Zero to Hero

Instructors **Anil Batra**

Alessio Fleites

Date **March 27, 2025**

Length **3.5 total hours**



Jan 18, 2025

Alessio Fleites

has successfully completed

Sales Training: Techniques for a Human-Centric
Sales Process

an online non-credit course authorized by HubSpot Academy and offered through
Coursera

Four handwritten signatures in black ink, arranged horizontally. The first signature is a simple 'W' shape. The second is a stylized 'JF'. The third and fourth are more complex, appearing to be 'Robert L. Malta' and 'Brian W. Signorelli' respectively.

Ellen Zehntner, Sales Manager at HubSpot
Jill Fratianne, Channel Sales Manager at HubSpot
Robert L. Malta, Senior Inbound Growth Specialist at HubSpot
Brian Signorelli, Director of Global Sales Partner Program at HubSpot

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/OHEQH1RU7JJW>

Coursera has confirmed the identity of this individual and
their participation in the course.



Inbound Marketing Certified

Alessio Fleites

The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound marketing techniques. They have been tested on best practices and are ready to take an inbound approach to creating content, using social promotion, converting and nurturing leads, and marketing to customers.

Valid from: Jan 15 2025 - Feb 14 2027

Certification code: 9c4208370b2944058fa7344391b4117f

HubSpot Academy

Yamini
CEO Yamini Rangan



Inbound Sales Certified

Alessio Fleites

The bearer of this certificate is hereby deemed fully capable and skilled in the Inbound Sales Methodology. They have been tested on best practices and are capable of applying them to identify, connect, explore, and advise potential buyers.

Valid from: Jan 15 2025 - Feb 14 2027

Certification code: 692622f3390a4ce2ba6687eb6f0b37f2

HubSpot Academy

Yamini
CEO Yamini Rangan



Certificate no: UC-95881030-d0d5-4576-93de-a6c6e156806f
Certificate url: ude.my/UC-95881030-d0d5-4576-93de-a6c6e156806f
Reference Number: 0004

CERTIFICATE OF COMPLETION

Local SEO: A Definitive Guide To Local Business Marketing

Instructors **Joshua George, ClickSlice Ltd**

Alessio Fleites

Date **March 12, 2025**

Length **10.5 total hours**



Certificate no: UC-ec3a13e8-c7c8-43a1-bb9d-df1ef9f8db3f

Certificate url: ude.my/UC-ec3a13e8-c7c8-43a1-bb9d-df1ef9f8db3f

Reference Number: 0004

CERTIFICATE OF COMPLETION

Marketing Analytics Mastery: From Strategy to Application

Instructors **Stephen Tracy**

Alessio Fleites

Date **March 14, 2025**

Length **18.5 total hours**



Jan 17, 2025

Alessio Fleites

has successfully completed

Measurement and Analysis

an online non-credit course authorized by Unilever and offered through Coursera

The Unilever logo, featuring the word 'Unilever' in blue script.

COURSE CERTIFICATE



Verify at:
<https://coursera.org/verify/66MZ9ACT1LZO>

Coursera has confirmed the identity of this individual and
their participation in the course.



Certificate no: UC-6aa1fee-dfc6-473c-a2d3-8310578256b5

Certificate url: ude.my/UC-6aa1fee-dfc6-473c-a2d3-8310578256b5

Reference Number: 0004

CERTIFICATE OF COMPLETION

The Ultimate MySQL Bootcamp: Go from SQL Beginner to Expert

Instructors **Colt Steele**

Alessio Fleites

Date **April 10, 2025**

Length **22 total hours**



Jan 14, 2025

Alessio Fleites

has successfully completed

Building AI Powered Chatbots Without Programming

an online non-credit course authorized by IBM and offered through Coursera

A handwritten signature in black ink that reads "Antonio Cangiano".

Antonio Cangiano
Engineering Manager and AI Specialist
IBM Digital Business Group

COURSE CERTIFICATE



Verify at:
<https://coursera.org/verify/ALSZTZOMGVCO>

Coursera has confirmed the identity of this individual and
their participation in the course.

UC DAVIS

Jan 23, 2025

Alessio Fleites

has successfully completed

Optimizing a Website for Google Search

an online non-credit course authorized by University of California, Davis and offered through Coursera



Rebekah May
Organic Growth Consultant & SEO Instructor
UC Davis Division of Continuing and Professional Education

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/WIJW0EEVHT5T>

Coursera has confirmed the identity of this individual and
their participation in the course.



4 Courses

**Customer Understanding
and Digital Marketing
Channels**

Measurement and Analysis

**Campaign Performance
Reporting, Visualization, &
Improvement**

**Advanced Tools for Digital
Marketing Analytics**



Jan 20, 2025

Alessio Fleites

has successfully completed the online, non-credit Professional Certificate

Unilever Digital Marketing Analyst

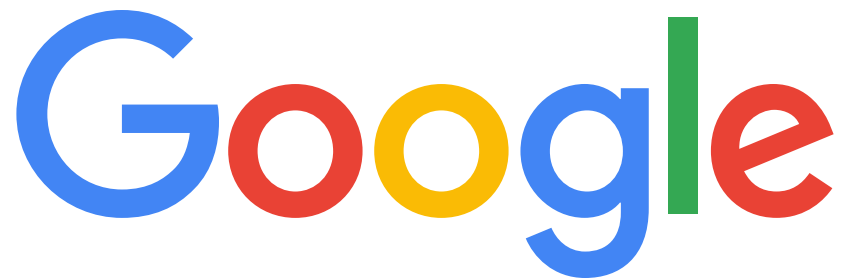
This certificate is designed for analytically-minded learners seeking a new job in an in-demand field and professionals interested in advancing their career in digital marketing analytics. The program combines a comprehensive overview of digital marketing fundamentals with a focus on the marketing analytics 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.

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Unilever

Verify this certificate at:

<https://coursera.org/verify/professional-cert/BR0KCXGK5OE7>



Jan 8, 2025

Alessio Fleites

has successfully completed

Project Execution: Running the Project

an online non-credit course authorized by Google and offered through Coursera

A handwritten signature in black ink, reading "Amanda Brophy".

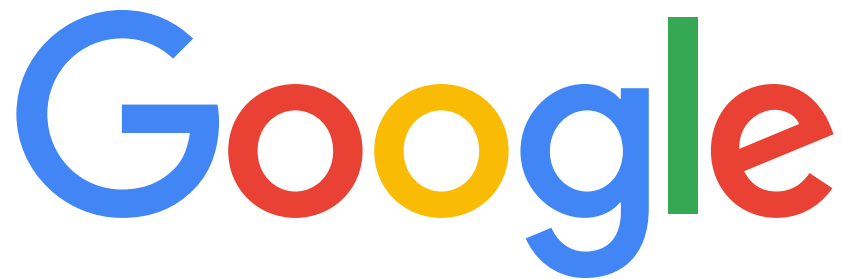
Amanda Brophy
Global Director of Google Career Certificates

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/M7YJ7KS5BEDI>

Coursera has confirmed the identity of this individual and
their participation in the course.



Jan 8, 2025

Alessio Fleites

has successfully completed

Project Planning: Putting It All Together

an online non-credit course authorized by Google and offered through Coursera

A handwritten signature in black ink, reading "Amanda Brophy".

Amanda Brophy
Global Director of Google Career Certificates

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/0Z8WFATQGN0E>

Coursera has confirmed the identity of this individual and
their participation in the course.

UC DAVIS

Jan 17, 2025

Alessio Fleites

has successfully completed

Google SEO Fundamentals

an online non-credit course authorized by University of California, Davis and offered through Coursera



Rebekah May
Organic Growth Consultant & SEO Instructor
UC Davis Division of Continuing and Professional Education

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/W23N0NEHN8OW>

Coursera has confirmed the identity of this individual and
their participation in the course.



Certificate no: UC-7ef8ea26-1f46-4bed-8238-c222d2f9c03e

Certificate url: ude.my/UC-7ef8ea26-1f46-4bed-8238-c222d2f9c03e

Reference Number: 0004

CERTIFICATE OF COMPLETION

SEO Audit - Find & Fix The Most Common SEO Issues On A Site

Instructors **Joshua George, ClickSlice Ltd**

Alessio Fleites

Date **Feb. 8, 2025**

Length **3.5 total hours**



Certificate no: UC-8b4f6516-c1a0-4127-836b-6bf4a772828d

Certificate url: ude.my/UC-8b4f6516-c1a0-4127-836b-6bf4a772828d

Reference Number: 0004

CERTIFICATE OF COMPLETION

Ultimate 2025 Google Ads Training: Profit with Pay Per Click

Instructors **Isaac Rudansky**

Alessio Fleites

Date **March 6, 2025**

Length **35.5 total hours**



Certificate no: UC-7a1a6b90-2626-44ff-aa5c-1fa082980bae

Certificate url: ude.my/UC-7a1a6b90-2626-44ff-aa5c-1fa082980bae

Reference Number: 0004

CERTIFICATE OF COMPLETION

The Ultimate SEO Training 2025 + SEO For Wordpress Websites

Instructors **Joshua George, ClickSlice Ltd**

Alessio Fleites

Date **Feb. 12, 2025**

Length **14 total hours**



Certificate no: UC-63169787-1aad-497d-b7d7-06bcae29133c

Certificate url: ude.my/UC-63169787-1aad-497d-b7d7-06bcae29133c

Reference Number: 0004

CERTIFICATE OF COMPLETION

The Web Developer Bootcamp 2025

Instructors **Colt Steele**

Alessio Fleites

Date **April 7, 2025**

Length **74 total hours**



7 Courses

Foundations of Digital Marketing and E-commerce

Attract and Engage Customers with Digital Marketing

From Likes to Leads: Interact with Customers Online

Think Outside the Inbox: Email Marketing

Assess for Success: Marketing Analytics and Measurement

Make the Sale: Build, Launch, and Manage E-commerce Stores

Satisfaction Guaranteed: Develop Customer Loyalty Online



Jan 2, 2025

Alessio Fleites

has successfully completed the online, non-credit Professional Certificate

Google Digital Marketing & E-commerce

Those who earn the Google Digital Marketing & E-commerce Professional Certificate have completed seven-courses, developed by Google, that include hands-on, practice-based assessments and are designed to prepare them for entry-level roles in the field. They are competent in foundational skills in digital marketing and e-commerce.

Amanda Brophy
Global Director of
Google Career
Certificates

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Verify this certificate at:
<https://coursera.org/verify/professional-cert/KXPZXQMO9PZE>