3 Courses

Generative AI: Introduction and Applications

Generative AI: Prompt Engineering Basics

Grow with AI: Your AI-driven Growth Marketing strategy

Jul 29, 2025

Syed Muhammad Mudassir Ahmed

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
Director, IBM Skills Network

Thalita Milan
Marketing Automation Consultant & HubSpot Expert

Starweaver Instructor Team

This certificate attests to the learner's completion of an online program delivered via Coursera. It does not constitute formal enrollment at any university or entity and does not itself grant academic credit, grades, or a degree. Institutions or organizations may, at their discretion, recognize this learning toward their own programs or credentials.

Verify this certificate at:
https://coursera.org/verify/specialization/5PHJW8B1RVTO