

8/01/2018

To whom it may concern:

While on DIP leave during the Fall 2017 and Spring 2018 semesters I improved my Adobe Illustrator skills by watching Lynda.com training tutorials, became an Adobe Illustrator CC 2015 Certified Expert (ACE), improved my Google Analytics and Google Adwords skills by watching Google and Lynda.com training tutorials, obtained my Google Analytics Individual Qualification and Google Adwords Fundamentals certifications, published a paper in a peer reviewed journal, and prepared new material for my Sonoma State Business Department classes.

Adobe released a new version of Illustrator in 2015, Adobe Creative Cloud (CC) 2015. I followed many Lynda.com tutorials, such as Illustrator CC 2015 One-on-One: Advanced with Deke McClelland (<https://www.lynda.com/Illustrator-tutorials/Illustrator-CC-2015-One-One-Advanced/373095-2.html>). To test my Adobe Illustrator CC 2015 skills, I scheduled a test at a Pearson testing center, went to the testing center, and took the Adobe Illustrator CC 2015 Certified Expert (ACE) exam. I passed the test on 11/17/2017 and became an Adobe Illustrator CC 2015 Certified Expert. Attached is a copy of the certificate I received.

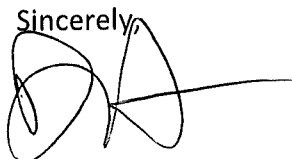
To improve and test my Google Analytics and Google Adwords skills I followed training tutorials on Google's website and at Lynda.com, and then took the Google Analytics Individual Qualification exam and the Adwords Fundamental exam on Google's website. I passed the Google Analytics Individual Qualification exam on 1/24/2018 and I passed the Adwords Fundamentals exam on 3/8/2018. Attached are copies of the certificates I received.

I authored and published an article in a peer reviewed journal while on DIP leave. The article titled "Teaching Video Editing and Motion Graphics with Photoshop" was published in the journal *Innovative Marketing* on 11/7/2017. Attached is a copy of the acceptance letter I received on 10/24/2017.

In the Fall 2018 semester I will be teaching BUS 462 Marketing Research and BUS 361 Marketing Graphics. I have updated my teaching materials in both of these classes to include the new skills and concepts I have learned while on DIP leave. In BUS 462 Marketing Research I teach Google Analytics and Google Adwords skills and concepts. In BUS 361 I teach Adobe Illustrator skills and concepts.

Thank you for the opportunity to accomplish all of this during the Fall 2017 and Spring 2018 semesters while on DIP leave.

Sincerely,



David Horowitz
Associate Professor
Business Department
School of Business and Economics

<http://businessperspectives.org>



**BUSINESS
PERSPECTIVES**

Limited Liability Company "Consulting Publishing Company "Business Perspectives"
Hryhorii Skovoroda lane, 10, Sumy 40022,
Ukraine
Phone: 38-0542-775771

<http://businessperspectives.org/>
E-mail: head@businessperspectives.org

October 24, 2017

David Horowitz
Ph.D. in Business
Business Department
Sonoma State University
USA

ACCEPTANCE LETTER

Dear Dr. David Horowitz,

We are very pleased to inform you that your paper titled "Teaching video editing and motion graphics with Photoshop" will be published in the international journal "Innovative Marketing" (IM).

It will be published in the Volume 13, Issue 3, 2017.

The articles have been peer-reviewed by the Editorial Board of "Innovative Marketing" journal, which is a double blind peer reviewed academic journal since 2005 (the year of journal establishing), and publishes high quality research papers.

With cordial regards,

Liudmyla Ostapenko
Director of LLC "Consulting Publishing
Company "Business Perspectives"



Phone: 38-0542-775771
E-mail: head@businessperspectives.org

Academy for Ads

David Horowitz

AdWords Fundamentals

You know the basics of Google AdWords and
how to promote your business online.

VALID THROUGH
3/8/2019

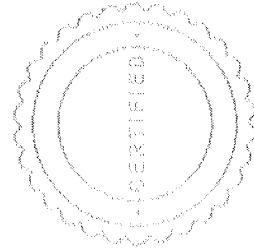
Google

Google Analytics

Google Analytics Individual Qualification

David Horowitz

is awarded this certificate for passing the Google Analytics IQ assessment.



VALID THROUGH
7/23/2019

Google

David M Horowitz

has successfully completed the training requirements to be recognized as an

★ Adobe Certified Expert
★ Adobe Illustrator CC 2015

Shantanu Narayn

Shantanu Narayen
Chairman, President & CEO

17-Nov-17



CERTIFIED EXPERT