

8/01/2022

To whom it may concern:

While on DIP leave during the Fall 2021 and Spring 2022 semesters I improved my Adobe Photoshop skills by following LinkedIn Learning training tutorials, became an Adobe Certified Professional in Visual Design Using Photoshop, improved my Google Analytics and Google Ads skills by watching following LinkedIn Learning tutorials, and prepared new material for my Sonoma State Business Department classes.

To learn the newest features of Adobe Photoshop software's latest version Adobe Photoshop 2022 I followed many LinkedIn Learning tutorials, such as Photoshop One-on-One: Advanced with Deke McClelland <https://www.linkedin.com/learning/photoshop-one-on-one-advanced>. To test my Adobe Photoshop 2022 skills, I scheduled a test through Pearson's Certiport testing company, took the test online while being monitored, and passed the test on 4/23/2022 and became an Adobe Certified Professional in Visual Design Using Photoshop. Attached is a copy of the certificate I received.

To learn the latest Google Analytics and Google Ads skills I followed training tutorials on Google's website and at LinkedIn Learning, and then took 5 Google Ads tests at Google Skillshop <https://skillshop.withgoogle.com/> and passed them. Attached are copies of the certificates I received.

In the Fall 2022 semester I will be teaching BUS 461 Promotion Management 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.

Thank you for the opportunity to accomplish all of this during the Fall 2021 and Spring 2022 semesters while on DIP leave.

Sincerely,

David Horowitz
Professor
Business Department
School of Business and Economics



Authenticated Digital Transcript of Certifications April 23, 2022

David Horowitz
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Novato CA 94949
dmhoro@gmail.com

This real-time Certiport Digital Transcript is derived from a global database which tracks and authenticates certification exams administered by over 12,000 testing centers worldwide.

ADOBE CERTIFIED PROFESSIONAL



Certifications

Visual Design using Adobe Photoshop
Status: Current thru 4/23/2025

Granted

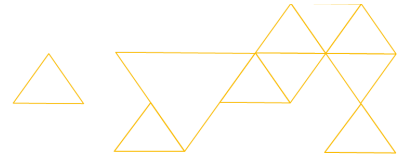
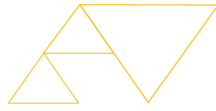
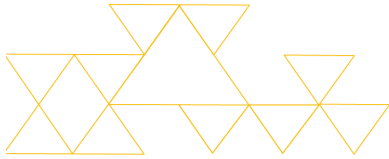
Exams

Visual Design using Adobe Photoshop 2021 (v 22.x)
Administered by: OnVUE
Language: English

Passed

4/23/2022

For information about Certiport, please visit www.certiport.com. Certiport is the leading provider of global, performance-based certification programs and services designed to enable individual success and lifetime advancement through certification.



Congratulations!

David Horowitz



Completed

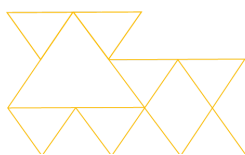
Google Ads Display Certification

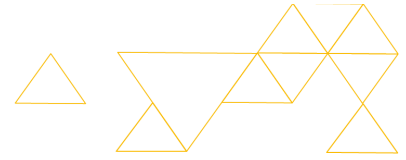
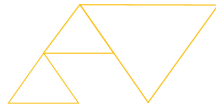
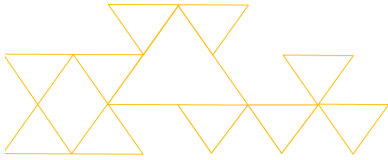
on September 22, 2021

Completion ID: 90225480 Expires: September 22, 2022



Google recognizes your mastery of the fundamentals of developing and optimizing effective Google Display campaigns.





Congratulations!

David Horowitz



Completed

Google Ads Display Certification

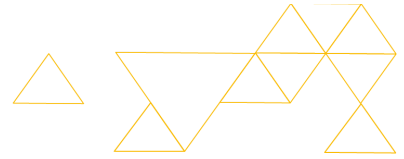
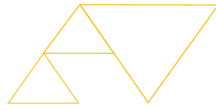
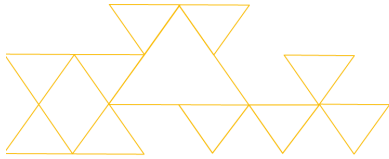
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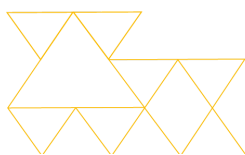
Google Ads Search Certification

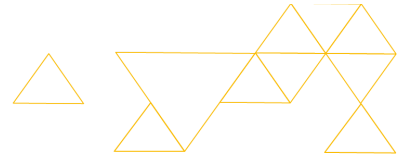
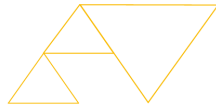
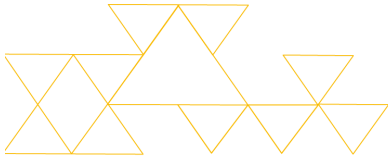
on September 22, 2021

Completion ID: 90228114 Expires: September 22, 2022

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Google recognizes your mastery of the fundamentals of building and customizing effective Google Search campaigns.





Congratulations!

David Horowitz



Completed

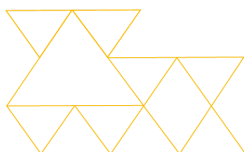
Google Ads Video Certification

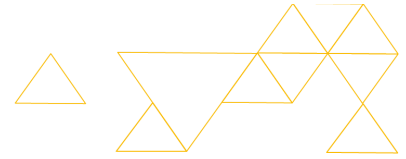
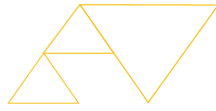
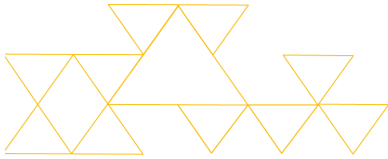
on September 22, 2021

Completion ID: 90236257 Expires: September 22, 2022

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Google recognizes your mastery of the fundamentals of reaching audiences using YouTube and Google Video ad solutions.





Congratulations!

David Horowitz



Completed

Shopping ads Certification

on September 22, 2021

Completion ID: 90237783 Expires: September 22, 2022



Google recognizes your mastery of the fundamentals of creating and customizing effective Shopping campaigns.

