



# Digital Marketing Certified

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**Xinyi Liu**

The bearer of this certificate is hereby deemed knowledgeable and skilled in applying digital marketing practices with an inbound mindset. They have been tested on the content and best practices and have an understanding of creating search engine-friendly content, optimizing a website, creating a social media strategy, using video to engage their audience, amplifying their messaging with advertising, and measuring the results of their efforts.

Valid from: Oct 21 2025 - Nov 20 2026

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Certification code: efd20ce30e934005b67237b0ea9c0c7b

**HubSpot** Academy

*Yamini*  
CEO Yamini Rangan