

The Coursera logo, consisting of a blue circle with the word "coursera" in white lowercase letters, is positioned in the top right corner of the page.

coursera

Meta Social Media Marketing Professional Certificate(v.2)

ISSUED TO

Markus Zametter



Issued on: 18 JAN 2026

Issued by: Coursera | Authorized by: Meta

Verify: <https://www.credly.com/go/9qUrOm6v>



6 Courses

Introduction to Social Media Marketing

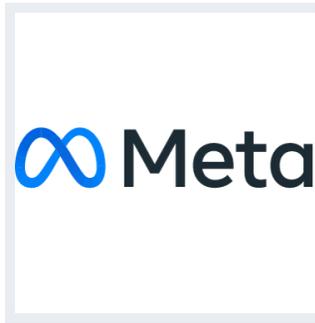
Social Media Management

Fundamentals of Social Media Advertising

Advertising with Meta

Measure and Optimize Social Media Marketing Campaigns

Meta Social Media Marketing Capstone



Jan 18, 2026

Markus Zametter

has successfully completed the online Professional Certificate

Meta Social Media Marketing

In this professional certificate, learners developed and honed essential social media marketing skills, including establishing and managing a social media presence, creating and managing content for social media platforms and evaluating and measuring content performance, creating effective and attractive ads for social media, creating advertising campaigns in Meta Ads Manager, and evaluating and communicating the results of advertising campaigns to business managers or marketing directors. Learners developed a portfolio throughout the professional certificate applying their social media marketing knowledge and skills.



Anke Audenaert, CEO &
Co-Founder Aptly
Adj. Professor, UCLA
Anderson School of
Management

Daniel Kob, Marketing
Leader & Entrepreneur

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/professional-cert/EVDCKR02AQTF>