



November 18, 2024

### **Internship Completion Certificate**

**Certificate ID: 9d85c260-3735-4c5d-8d12-69cda6a096aa**

To Whom It May Concern,

This is to certify that Roberto Gutierrez has successfully and satisfactorily completed the BMF Remote Marketing Internship Program at Brilliant Minds Force, LLC. During this internship, Roberto Gutierrez applied critical skills in utilizing our industrial ERP and CRM systems, completing a series of tasks designed to enhance his professional and technical expertise.

Roberto Gutierrez successfully completed the following tasks assigned to him:

#### **1. Marketing Contact Creation**

- Competencies:
  - Input and maintain a database of marketing contacts in the CRM.
  - Organize and segment contacts for targeted marketing campaigns.
  - Ensure data accuracy and completeness.
- Skills:
  - Data entry and contact management.
  - Segmentation and target audience identification.

#### **2. Marketing Contact Import**

- Competencies:
  - Import bulk contact lists into the CRM from external sources (Excel or CSV files).



- Map fields correctly during import to ensure data consistency.
- Skills:
  - Data import and mapping in CRM.
  - CRM data validation and cleaning.

### 3. Marketing Campaign Automation

- Competencies:
  - Set up automated marketing workflows (email sequences, follow-ups).
  - Monitor campaign performance through CRM dashboards.
  - Use CRM to trigger automated actions based on customer behavior.
- Skills:
  - Automation of email campaigns and drip marketing strategies.
  - Workflow configuration in CRM.

### 4. Create Leads from Marketing Contacts

- Competencies:
  - Convert marketing contacts into leads based on interactions and engagement.
  - Identify key metrics to qualify leads.
  - Maintain a seamless transition from marketing to sales in the CRM.
- Skills:
  - Lead qualification from marketing interactions.
  - CRM lead conversion and tracking.

### 5. Create Leads from Phone Calls

- Competencies:



- Capture lead details during phone interactions.
- Assess the quality of leads generated from phone conversations.
- Skills:
  - Data entry and management in CRM.
  - Lead qualification and segmentation.

## 6. Create Leads from Social Media

- Competencies:
  - Identify potential leads from social media interactions.
  - Understand the role of social media in the lead generation funnel.
- Skills:
  - Data entry and management in CRM.
  - Lead qualification and segmentation.

We hereby grant Roberto Gutierrez permission to include this internship in his professional resume and to share it for employment purposes. We are confident that the skills and knowledge gained during this program will contribute to his future success in the business and professional industries.

**Issued by:** Brilliant Minds Force, LLC

**Date:** November 18, 2024

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**Note:** For verification purposes, please visit this URL <https://brilliantmindsforce.app/validation/certificate> and enter the Certificate ID.

You may also scan the QR code below to automatically verify the certificate.



**Brilliant  
Minds Force**

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