



Digital  
Marketing  
Institute

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AMA  
AMERICAN MARKETING  
ASSOCIATION

**DM PRO**

**Jared Verdejo**

Graduate No. IE-DMI155952

**Certified Digital Marketing Professional**

**AMA Professional Certified Marketer PCM in Digital Marketing**

Syllabus version 9

Ken Fitzpatrick  
CEO

17 May 2023

This qualification has been  
SCQF credit rated by SQA

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