4 Courses

Generative AI: Introduction and Applications

Generative AI: Prompt Engineering Basics

Generative AI: Accelerate your Digital Marketing Career

AI SEO: Mastering Generative Engine Optimization (GEO)

Dec 16, 2025

SAHIL PAHWA

has successfully completed the online, non-credit Specialization

Generative AI for Digital Marketing

The certificate holder is proficient in leveraging GenAI to enhance digital marketing tasks. They can explain the core concepts, capabilities, and applications of GenAI. They can write effective prompts to produce high-quality marketing content such as articles, social media posts, and ad copy. They are able to use GenAI effectively to optimize digital ads, SEO, and email marketing strategies, personalize campaigns, and apply GEO techniques to improve AI-driven search visibility. Additionally, they can use AI-powered strategies to structure AI-friendly content, enhance e-commerce experiences, and automate marketing workflows. Through labs and projects, the certificate holder demonstrated practical skills in using gen AI and GEO to optimize multiple functions across digital marketing.

Rav Ahuja
Global Program Director,
Skills Network

Antonio Cangiano
Engineering Manager and AI Specialist
IBM Digital Business Group

Rajesh Menon
Subject Matter Expert
SkillUp

JPS Kohli
CEO
SkillUp

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Verify this certificate at:
https://coursera.org/verify/specialization/EM206BV0C6A2