

## Adobe Certified Expert— put the proof in your portfolio!

### Digital Media – What you SEE

Whatever the medium...websites or print; photos, illustrations or video...the best creative is produced using Adobe software. The ability to use these industry-leading design and production tools is just the beginning. Becoming an Adobe Certified Expert proves to employers and clients that you truly possess the skills to create on the screen what you see in your mind...and present in your portfolio.

The Adobe Certified Expert single-product and specialist certifications demonstrate expertise in a specific medium (i.e., print, web, video, etc.).

Master certification proves proficiency in a group of products focused on design, web or video.

Typical Adobe Certified Expert candidates are print, web, mobile and video designers, photographers and illustrators.



## Digital Marketing – What you KNOW

What to measure...how to measure...and where to effectively share all that data. Adobe's digital marketing, analytics and reporting tools give you the essential information with which to make smart and correct decisions. On which pages are your visitors most interested? Where are they navigating away? Why are your marketing campaigns successful...or not so? And how can you share that data so that non-web management can understand? Adobe analytics products will help you recognize trends, issues and opportunities...Adobe certification does the same for your career.

## Why become an Adobe Certified Expert?

- Verify your technical expertise to complement your portfolio
- Make your resume stand out from the stack
- Associate your personal brand with the Adobe brand
- Increase your current or future employer's confidence in your technical skills and efficiency using the products, resulting in higher earning potential
- Be found by someone seeking your expertise by adding your name to the Adobe Certified Expert Finder, leading to additional freelance work or full-time job opportunities
- Show your commitment to advancing and keeping your skills current



Typical Adobe Certified Expert candidates are digital marketing and analytics professionals.