Essentials of AI for Marketing

This is to certify that

Agnes Finlayson

has successfully completed the Arts Marketing Association's

Essentials of AI for Marketing

Modules covered:

- AI tools landscape: the big picture
- Creative content: ideation, copywriting & editing
- Creative content: images & visuals
- Human-first prompting & generative AI
- Video production & editing
- Data analytics

Date: 02/07/2026

Signed:

Cath Hume
Arts Marketing Association
Chief Executive Officer