



6 Courses

Capture and Captivate Your Audience

Transform Engagement into Customers

Listening and Engagement on Social Media

Introduction to Email Marketing

Engage Customers With an Online Store

Build Customer Loyalty



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Elena Uvarova

has successfully completed the online, non-credit Specialization

Google Digital Customer Engagement

Individuals who earn the Google Digital Customer Engagement Specialization have completed courses that included industry tools and strategies, and applied skills in customer engagement, social media marketing, email marketing, e-commerce optimization, and loyalty management. They are competent in digital marketing and customer relationship skills, and can attract new audiences, design engaging campaigns, and build customer loyalty online.

Amanda Brophy
Global Director of
Google Career
Certificates

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/CQRZPXQEZYR>