

# Professional Credentials

## Author for Andre Swart Inspires

### AI, Digital Strategy & Content Development Professional

Supporting the research, digital strategy, visual communication, and AI-enhanced content development behind the Andre Swart Inspires brand.

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## Google Certifications

- AI-Powered Performance Ads Certification
  - Google Analytics Certification
  - Generative AI for Educators Certification
  - Fundamentals of Digital Marketing Certification
  - Google My Business Certification
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## Canva Certifications

- Canva for Work
  - Marketing with Canva
  - Canva Essentials
  - The Field Guide to Human-Centered Design
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## Anthropic (Claude) Certifications

- Claude with the Anthropic API
  - Teaching the AI Fluency Framework
  - AI Fluency for Educators
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## AI Productivity & Prompt Engineering


- Gemini for Google Workspace
  - Lead Generation with AI
  - Introduction to Prompt Engineering with GitHub Copilot
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## Areas of Expertise

Artificial Intelligence • Prompt Engineering • Digital Marketing • Analytics • Visual Communication • Brand Strategy • Content Development • Human-Centered Design • AI Fluency • Lead Generation

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Professional certifications and training completed through Google, Canva, Anthropic, and leading AI education platforms.



**AI Workflow, Productivity & Prompt Engineering Certifications**

**AI Workflow & Productivity Certifications**

**Gemini for Google Workspace**  
Completed professional training in AI-assisted productivity, workflow enhancement, business communication, and practical use of Gemini within Google Workspace environments. Certificate Code: 8566056

**Lead Generation with AI**  
Completed professional training in AI-assisted lead generation strategies, customer engagement workflows, and digital business growth systems. Certificate Code: 8566564

**Introduction to Prompt Engineering with GitHub Copilot**  
Completed professional training in prompt engineering principles, AI-assisted workflow development, and practical use of GitHub Copilot for productivity and intelligent content support.



**Canva Certified Professional**

**Canva**

Visual Branding, Marketing & Content Design

**Canva for Work**  
Certified in visual communication, brand consistency, presentation design, team collaboration, workflow efficiency, and data storytelling for professional business environments. Credential ID: dOc11c

**The Field Guide to Human-Centered Design**  
Certified in empathy-driven communication, design thinking, brainstorming, prototyping, and practical problem-solving through human-centered design principles. Credential ID: 9761a1

**Canva Essentials**  
Certified in Canva platform navigation, template customisation, graphics usage, photo editing, typography application, and collaborative content creation. Credential ID: f26fba

**Marketing with Canva**  
Certified in social media management, brand optimisation, social video production, collaborative marketing workflows, and marketing performance analysis. Credential ID: 54ac4e

## Claude & Anthropic Certified



AI Fluency • Education • Responsible AI

### Claude with the Anthropic API

Certified in the practical use of Claude and the Anthropic API for AI-assisted communication, workflow enhancement, and intelligent content development.  
Certificate No: fddacwuv4sj4

### Teaching the AI Fluency Framework

Certified in the principles and teaching methodologies of AI fluency, including practical human-AI collaboration and responsible AI usage.  
Issued by: Anthropic - <https://verify.skilljar.com/c/eyrpp9czugt>

### AI Fluency for Educators

Certified in applying AI fluency principles within educational and communication-focused environments to improve learning, productivity, and engagement.  
Issued by: Anthropic - <https://verify.skilljar.com/c/53fe6pno2zq7>



### Google Analytics Certification

Certified in website analytics, audience insights, traffic analysis, and performance measurement to improve digital strategy and user engagement. Certificate ID: 154 726 163

### Google AI-Powered Performance Ads Certification

Certified in creating and optimising AI-driven advertising campaigns that improve digital visibility, audience targeting, and online performance. Certificate ID: 154 807 7974

### Google Fundamentals of Digital Marketing Certification

Certified in core digital marketing principles, including SEO, online strategy, content marketing, and customer engagement. Certificate ID: 392 783 674

### Google Generative AI for Educators Certification

Certified in the practical application of generative AI technologies for communication, education, productivity, and content development. Certificate ID: 401 041 787

### Google My Business Certification

Certified in business visibility optimisation, local search presence, and online business profile management. Certificate ID: 402 075 778