

CERTIFICATE

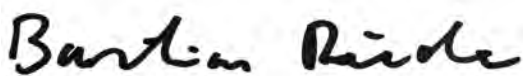
DIGITAL PRODUCT SCHOOL

VIRGIL MARIE PEDUCA

completed the interdisciplinary program **Digital Media Lab** from
8 May 2023 – 28 Jul 2023 as a **Product Marketing & Communications
Manager** of team **Digitalks**.

ABOUT

Digital Product School is a program by UnternehmerTUM GmbH. Designed as a 3-month full-time program, DPS combines workshops and coaching with hands on experience. In the Product Marketing & Communications program, students, recent graduates, and employees of our partner companies work together in teams to develop innovative marketing strategies, campaigns, and measures for problem spaces given by the partner companies. Starting with a broad communications problem, the participants go through the entire process from market research to defining a marketing strategy solving the given challenge. The workload was 12 weeks of 40 hours each.



Bastian Rieder, Head of Performance Marketing
Munich,

VIRGIL DEVELOPED COMPETENCIES IN THE FOLLOWING FIELDS

- # Working within the Scrum framework
- # Kanban to manage tasks & teamwork
- # Ideation techniques
- # Market research
- # Competitor research
- # Company & Customer analyses
- # Target group definition
- # Marketing- and Buyer-Persona
- # User Story Mapping
- # Marketing planning
- # Marketing Canvas
- # KPIs & marketing analytics
- # User Testing
- # The Art of Storytelling
- # Data Driven Marketing
- # Visual Thinking
- # Brand Marketing
- # Social Media Marketing
- # Video and/or audio production
- # Practically implementing measures on selected communications channels