

The **Digital Product School** is awarding the following

Certificate

to **Cesar Avila**

for successfully completing our interdisciplinary program from
26 Feb 2024 - 17 May 2024 as a **Product Marketing & Communications Manager**
of team **FitNerds**.

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 digital product development. Students and recent graduates work together in interdisciplinary teams with employees of our partner companies to develop digital solutions using user-centric, lean and agile methodologies.



Bastian Rieder, Head of Product Marketing



Kathrin Opielka, Marketing Coach

Cesar 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

