

BAUM, SMITH & CLEMENS, LLP

PRESS RELEASE

For Immediate Release

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Digital Marketing Certification

Harleysville, PA – Baum, Smith & Clemens, LLP the Harleysville based accounting and business advisory firm is pleased to announce that **Paul C. Kozeniewski, CPA** recently completed The Penn State Integrated Digital Marketing Certificate Program. Offered by the School of Graduate Professional Studies, the three-course certificate program delves into personas, SEO, SEM, digital marketing, email, website, and social media strategies that will help professionals engage with their customers, drive sales, and boost buy-in from an executive team.

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