



AMERICAN MARKETING  
ASSOCIATION

## Professional Certified Marketer®

### Content Marketing

# Shannon Haynes

The American Marketing Association PCM® designation is earned by demonstrating a mastery of comprehensive marketing knowledge and best practices. Bearers of this certification have successfully completed a rigorous exam and are committed to upholding the highest standards in the marketing field.

July 17, 2018

DATE

July 18, 2021

EXPIRATION DATE

A handwritten signature in black ink, appearing to read 'Bennie F. Johnson'.

BENNIE F. JOHNSON, CEO  
AMERICAN MARKETING ASSOCIATION

