



## Natalya Makarkina has successfully completed the Traffic Manager Professional Training Course at Practicum by Yandex (INO CPE "Yandex EdTech") — 335 hours.

## Course program:

40			
1.	Introductory module	5 h	Pass
2.	Promoting a business through communities on VK Ads	30 h	Pass
3.	Promoting a business through websites and lead forms on VK Ads	30 h	Pass
4.	Promoting a product business on VK	30 h	Pass
5.	Analyzing and optimizing ads on social media	30 h	Pass
6.	Search advertising campaigns on Yandex Direct	30 h	Pass

7.	Advanced search advertising campaigns on Yandex Direct	30 h	Pass
8.	Campaigns on Yandex Advertising Network	30 h	Pass
9.	Google Ads and advertising campaigns in the CIS countries	30 h	Pass
10.	Yandex Metrica and Google Analytics 4	30 h	Pass
11.	Advanced ad analysis and optimization	30 h	Pass
12.	Preparing for the basic certification in Yandex Direct	30 h	Pass

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