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*CONTACT:*

*Julie Woloszyn,* *PCM, CWCUL,* *CCUFC*

*Marketing Manager*

*Corporate Central Credit Union*

*(414) 425-5555*

**Orianna Valentine Achieves Prestigious Dual Digital Marketing Certifications**

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Description automatically generated**MILWAUKEE, WI – September 23, 2024** –Corporate Central is proud to announce that Orianna Valentine, CCUFC, CDMP, aPCM®, Marketing Strategist, has earned dual certifications in digital marketing: the Certified Digital Marketing Professional (CDMP) from the Digital Marketing Institute (DMI) and the Associate Professional Certified Marketer® (aPCM®) in Digital Marketing from the American Marketing Association (AMA). These certifications are a testament to her commitment to staying at the forefront of digital marketing advancements and reflect Corporate Central’s dedication to continuous professional development.

Orianna Valentine, CCUFC, CDMP, aPCM®, Marketing Strategist

The DMI CDMP program is designed to build advanced skills in digital marketing, while also developing leadership and strategic planning capabilities. Over the course of 30 hours of interactive e-learning, Valentine gained practical, hands-on experience in creating multi-channel digital campaigns, learned how to make data-driven decisions, and devised innovative marketing strategies aimed at driving business growth. The rigorous curriculum covers key areas such as social media marketing, pay-per-click marketing (PPC), and AI-powered marketing, ensuring graduates emerge with a comprehensive, actionable digital strategy. The program culminates in a 2-hour computer-based examination that confirms expertise in these critical areas of digital marketing.

Additionally, through a partnership between DMI and AMA, Valentine earned the aPCM® in Digital Marketing, making her dually certified. This dual certification provides recognition from two of the most prestigious marketing institutions and reinforces Valentine’s capability to lead cutting-edge digital initiatives at Corporate Central.

“I am very proud of Orianna for earning dual certifications,” said Julie Woloszyn, PCM®, CWCUL, CCUFC, Marketing Manager. “These certifications reflect not only her hard work but also her passion for ensuring Corporate Central’s marketing strategies remain innovative and impactful. We are excited to see the creative ideas and enhanced strategies she will bring to the team.”

Valentine also shared her thoughts on the achievement stating, “I am very grateful to Corporate Central and my managers for their encouragement and support as I extend my learning and skills training. The experience was both challenging and rewarding, and I look forward to applying my enhanced digital marketing knowledge to further strengthen our support for credit unions.”

This dual certification reinforces Corporate Central’s commitment to excellence and innovation in serving credit unions across the country.

**Helping Members to be *Wildly* Successful**

**About Corporate Central Credit Union**

*Corporate Central Credit Union is a federally insured financial cooperative built on the values of commitment to service, fiscal responsibility, and respect for the individual. We cultivate a culture of respect, ethics, teamwork, and innovation. We are "Helping Members to be Wildly Successful" by delivering industry knowledge and expertise to help credit unions achieve their strategic objectives and compete in today’s evolving financial services industry. We are motivated to passionately serve our members and strive to learn, create, and innovate daily. Please visit* [*corpcu.com*](http://www.corpcu.com) *to learn more, and follow us on* [*Facebook*](https://www.facebook.com/CorporateCentral)*,* [*LinkedIn*](https://www.linkedin.com/company/517350/)*,* [*Twitter*](https://twitter.com/CorpCU)*, and* [*YouTube*](https://www.youtube.com/channel/UCLt6UMRaRkpGF-qWWx8T94w)*.*