



This certificate confirms that

*Caralyn Macdonald*

has successfully completed the WOM & Social Media course of study of the Word of Mouth Marketing Association and is therefore awarded this

## **WOM and Social Media Certificate**

Given this 12<sup>th</sup> day of February, 2010

*Kristen L. Smith*

Kristen L. Smith, CAE  
Executive Director  
WOMMA

*Paul M. Rand*

Paul Rand  
President  
WOMMA