



ASSESSMENT-BASED CERTIFICATE

THIS CERTIFICATE IS AWARDED TO

James Grugan

For meeting the intended learning outcomes and possessing the knowledge and competencies
set forth in the LifeBrand Social Media Literacy & Wellness Program

12/04/2023

Date

Thomas Colaiezzi

Thomas Colaiezzi
PRESIDENT & CEO

This certificate is valid for one year from the date listed above.

LifeBrand's educational mission is to be the world leader in Social Media Education and help empower everyone to build
strategic personal brands through their digital fingerprints.

LifeBrand, Inc. received Accreditation from the Institute for Credentialing Excellence (ICE) for its Social Media Literacy & Wellness
Program by demonstrating the program's compliance with ICE 1100:2019 - Standard for Assessment-Based Certificate Programs.
The Standard is approved by the American National Standards Institute (ANSI) for adoption as an American National Standard.

Established in 1977, ICE is the leading international membership organization representing
the credentialing community and fulfills its mission through the delivery of education and training programs, in
setting quality standards for credentialing, and by providing accreditation services.

