



Empower Your Enterprise

With the World's Only Academy Devoted to Content Excellence

We equip large organizations around the world with knowledge, skills, and resources to thrive in the face of modern content challenges and opportunities.

Features + Benefits



VALUE

- No Travel Costs
- Volume Pricing
- Repeatable Skills



RELEVANCE

- Current Topics + Skills
- Up-to-Date Examples + Activities
- Widely Applicable Concepts



QUALITY

- Expert Instructors
- Research-Informed Curriculum
- Certification Tests



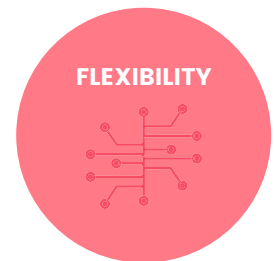
PERFORMANCE

- Gamification to Reward Progress
- Morale + Productivity Boost
- Common Content Vocabulary to Accelerate Content Decisions



CONVENIENCE

- Self-Guided Online Training, Recordings, + Live Sessions
- Secure Access to Materials for 1 Year
- No Travel Time









FLEXIBILITY

- Options to Add Custom Material or Courses
- Option to Cobrand
- Option to Add Center of Content Excellence Materials



Certifications Overview

 CONTENT STRATEGY	 CONTENT + DATA SCIENCE	 CONTENT ENGINEERING	 CONTENT MARKETING	 CONTENT DESIGN	 CONTENT LEADERSHIP
Content Strategist + similar role	Content Analyst + similar role	Content Engineer + similar role	Content Marketer + similar role	Content Designer + similar role	Content Manager or Director
Develop sophisticated strategy in complex content ecosystems	Use data to make smarter content decisions	Align content + technology to deliver customer delight	Plan content to reach, engage, + nurture customers	Plan content for frictionless interfaces + experiences	Lead initiatives + teams in complex organizations
SAMPLE COURSES • User Journeys That Work for Content • Competitive Content Analysis	SAMPLE COURSES • Advanced Content Analysis • Designing Content Dashboards	SAMPLE COURSES • Advances in Content Automation • Introduction to Content Modeling	SAMPLE COURSES • Brand Storytelling • Growing a Content Audience	SAMPLE COURSES • Microcopy Essentials • Conversation Design	SAMPLE COURSES • Cultivating Content Vision • Managing Content Teams

Each certification consists of 4-6 courses.

Questions?

Contact us at info@content-science.com.