

## **ASCEDIA ACHIEVES MICROSOFT, GOOGLE AND BING CERTIFICATIONS**

*Microsoft Gold Certified Partner status cements agency's technical expertise*

Milwaukee, Wis. (October 17, 2017) – [Ascedia](#), a full-service digital marketing agency headquartered in Milwaukee, Wis., today announced that it has earned the status of Gold Certified Partner in the Application Development competency within the Microsoft Partner Program. As a Gold Certified Partner, Ascedia's team has earned the highest level of certification recognized by Microsoft, demonstrating their expertise in the building blocks that Ascedia uses to create client solutions: HTML, CSS, JavaScript, ASP.NET MVC, C#, and Microsoft Azure.

“Achieving this status is no small feat, as it required our developers to dedicate many hours to studying for three challenging exams - and I'm proud to say all six developers who worked for this passed every exam on the first try,” said Chad Donnick, Director of Technology at Ascedia. “Our Microsoft Gold Partner status is a true testament to the hard work, dedication, and technical knowledge of our team.”

Since Ascedia was founded in 2000, the agency has used Microsoft-based technologies as our primary means of delivering solutions to clients in the manufacturing, travel and tourism, healthcare, and higher education industries. This certification further solidifies Ascedia's expertise in and dedication to Microsoft-based technologies.

In addition to Microsoft Gold Certified Partner certification, Ascedia's digital strategy and research team also recently renewed their status as Google AdWords Certified Professionals, with multiple team members also achieving Bing Ads certification.

“These certifications showcase our team's dedication to mastering and maintaining expertise in the latest techniques to drive traffic and maximize results for our clients,” said Colleen Bielinski, Digital Strategy & Research Supervisor. “Our ongoing commitment to training and education has given our team the insights they need to create innovative, effective campaigns that get real results.”

Google AdWords certification verifies a digital strategist's knowledge of basic and advanced online advertising concepts, including value proposition of online advertising, campaign setup and management, measurement, and optimization. The Ascedia team is certified in all Google programs, including Fundamentals, Search Advertising, Display Advertising, Mobile Advertising, Video Advertising, and Shopping Advertising.

The digital strategy and research team is also Bing Ads certified as part of the Bing Accredited Professional program. This certification allows Ascedia's digital strategists to maximize ad spend through optimized ad campaign development and monitor advanced reports in order to create and maintain the most effective advertising programs for clients.

To learn more about Ascedia, visit [www.ascedia.com](http://www.ascedia.com).

### **About Ascedia:**

[Ascedia](#) is an award-winning, full-service, interactive agency that provides intelligent digital solutions that help brands grow. Services include web design, website programming, multi-media development, online marketing, mobile, search, email and hosting. Ascedia has been a web development partner for more than 500 businesses, including Wisconsin Department of Tourism, Rexnord, Zurn, Master Lock, and Alto-Shaam. For more information, visit [www.ascedia.com](http://www.ascedia.com).

Contact:  
Amy Paul  
[apaul@ascedia.com](mailto:apaul@ascedia.com)  
(414) 292-3240

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**Amy Paul** :: Account Supervisor at **Ascedia**  
414 292-3240 :: [ascedia.com](http://ascedia.com)  
[linkedin.com/company/ascedia](https://www.linkedin.com/company/ascedia) :: [facebook.com/ascedia](https://www.facebook.com/ascedia)