

Kennedy earns Google certification

PENSACOLA, Fla. (Aug. 18, 2016) — Charleigh Kennedy, of Pensacola-based marketing agency Ideawörks, has passed her Google Analytics Individual Qualification (IQ) Exam.

The certification, obtained through Google, demonstrates proficiency in data analysis and search engine optimization concepts. Kennedy, a digital marketing specialist, joined Ideawörks in October, after graduating from the University of North Florida in Jacksonville with a Bachelor's degree in communications and public relations.

Kennedy is the second Ideawörks team member to be Adwords-certified. The company, founded in 1996, was last year designated an Adwords partner, making it the only full-service marketing agency in the area to have achieved such recognition.

Along with mad marketing skills, Kennedy brings to Ideawörks her pet Chihuahua named Tobey and eight pairs of cowgirl boots — one for each day of the week, plus an extra one in which Tobey can hide from the world — or, more likely, people in hats. Tobey hates hats.

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About [Ideaworks](#)

Ideawörks is a full-service marketing agency based in Pensacola, Florida. Our firm, founded in 1996, specializes in public relations, digital marketing and software development, with a special interest in the travel and tourism sectors. Our team of skilled strategists and creatives have brought home more than 450 awards over the last 20 years. We stick to strategies, treat our clients' businesses as our own and always go the extra mile to deliver meaningful results.