

Shutterstock uses Google Career Certificates to help drive business goals and employee mobility

The opportunity:

At Shutterstock– the content-creation platform known for its vast content libraries– investing in team member growth and development is a top priority. While building out their Talent & Development program, Shutterstock was looking for ways to boost employee engagement, establish a digital baseline of knowledge and capabilities, and promote career mobility for hundreds of their employees.

The Shutterstock approach:

By rolling out Google Career Certificates with buy-in and coordinated comms from stakeholders like department heads, HR leads, and managers, Shutterstock was able to provide a meaningful development opportunity to engage employees while upskilling talent to meet business goals. The Google Career Certificates provided employees with engaging, job-relevant skilling opportunities that tied to business objectives, like data analytics, project management, and digital marketing.

The results:

Shutterstock employees have completed over 6,300 learning hours within their first year of engagement, boosting skills in key business areas like data analytics, project management, and digital marketing.¹

*Data Analytics is a focus area for us, as we depend on data to understand, operate, manage, and optimize the business. **Bringing [Google Career] Certificates into our workforce adds yet another layer of incremental education, capability, and talent to continue to grow our internal data and analytics capabilities. These certificates engage our existing workforce in personal development and provide extra levers for talent acquisition.***

- Global Head of Data & Business Analytics, Shutterstock

Learner Spotlight:

"I thoroughly enjoyed taking the Google Coursera Data Analytics course and appreciated the ability to work through the interactive syllabus in a flexible and convenient way. I recommend it to anyone that is hoping to increase or hone their skills in Data Analytics."

- Kurt, Risk Analyst, Shutterstock

Interested in learning more about using Google Career Certificates to upskill at your organization? [Click here](#) to connect with our team.