



CERTIFICATE

of Excellence

Issued

21 Jun 2024

Albert

Has been awarded a certificate of excellence for the

FULL STACK DIGITAL MARKETING

A 28-week certified online course and project offered by RevoU

Matteo Sutto
CEO and Co-Founder
PT Revolusi Cita Edukasi



Verify at <https://certificates.revou.co/albert-certificate-excellence-dmpfm24.pdf>
Revou has confirmed the identity of this individual and their participation in the program



FULL STACK DIGITAL MARKETING

Scorecard

Issued

21/06/2024

Name: ALBERT

Batch: 13

Specialization: Performance Marketing

Skillset	Score	Notes
Google Ads Campaign Planning & Campaign Setup	Sufficient	Able to execute the basics of proposing suitable marketing channels, defining campaign objectives, campaign structure, keyword targeting, competitor analysis, ad copy strategy, media planning, key metrics and bidding strategy, the setup for search ads, video ads, display ads, and app campaigns
Meta Ads Campaign Planning & Campaign Setup	Sufficient	Able to execute the basics of proposing suitable marketing channels, defining campaign objectives, campaign structure, target audience, competitor analysis, creative strategy, media plan, key metrics, the setup of sales campaigns, engagement campaigns, leads campaigns, product set, and custom rule
Paid Ads Campaign Analysis & Reporting	Sufficient	Able to execute the basics of overall performance report, campaign performance report, audience performance report, ad creative report, top product analysis, performance trend analysis, insight generation, and optimization formulation for Meta Ads
Paid Ads Campaign Planning & Campaign Setup for Small Medium Enterprise	Excellent	Able to adequately execute the campaign objective, campaign structure, audience targeting, ad creative strategy, and meta ads campaign setup for Small & Medium Enterprise
Campaign Monitoring, Optimization, & Reporting for Small Medium Enterprise	Excellent	Able to adequately execute the overall performance report, campaign performance report, audience performance report, ad creative report, performance trend analysis, insight generation, and optimization formulation of Meta Ads for Small & Medium Enterprise