CERTIFICATE
of Excellence

Issued
21 Jun 2024

Alvira Ferliani

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

RevoU.co

Verify at https://certificates.revou.co/alvira-ferliani-certificate-excellence-dmsmo24.pdf
Revou has confirmed the identity of this individual and their participation in the program

FULL STACK DIGITAL MARKETING

Scorecard

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Name: Alvira Ferliani Batch: 13 **Specialization: Social Media Organic**

Skillset	Score	Notes
Media Planning & Basic Paid Ads Campaign Planning	**Excellent**	Able to adequately execute intermediate of defining target audience, defining digital marketing channels, budget allocation, defining key metrics, result estimation and forecasting, Meta and Google Search Ads campaign planning, defining Meta and Google Search Ads creative & copy strategy
Social Media Fundamentals, Strategy, & Measurement Plan	**Excellent**	Able to adequately execute the social media account's target audience analysis, competitor analysis, business niche research, problem identification, goals alignment, and KPIs measurement plan
Social Media Action Plan	**Excellent**	Able to adequately execute the campaign plan that aligns with the target audience & social media goals, map out the journey of the campaign & timeline, measure the impact of implemented strategy toward KPIs, and achieve the goals
Social Media Content Development	**Excellent**	Able to adequately execute the content planning & production by developing content pillars, content themes, content plans, and content briefs that are aligned with the target audience & social media goals
Social Media Audit & Optimization	**Excellent**	Able to adequately execute the analysis of social media accounts to identify strengths and weaknesses, trend jacking, budget allocation, collaborations, and make recommendations for optimization of the performance of social media
Social Media Reporting	**Excellent**	Able to adequately execute the social media reporting for long-term strategy and improvement with relevant measurement plan

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