CERTIFICATE
of Excellence

Issued
21 Jun 2024

Denny Salim

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/denny-salim-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: DENNY SALIM Batch: 13 **Specialization: Performance Marketing**

Skillset	Score	Notes
Google Ads Campaign Planning & Campaign Setup	**Excellent**	Able to adequately execute the proposing suitable marketing channel, defining campaign objective, campaign structure, keyword targeting, competitor analysis, ad copy strategy, media planning, key metrics, bidding strategy, the setup for search ads, video ads, display ads, and app campaign
Meta Ads Campaign Planning & Campaign Setup	**Excellent**	Able to adequately execute the proposing suitable marketing channel, defining campaign objective, campaign structure, target audience, competitor analysis, creative strategy, media plan, key metrics, the setup of sales campaigns, engagement campaigns, leads campaign, product set, and custom rule
Paid Ads Campaign Analysis & Reporting	**Excellent**	Able to adequately execute the 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	**Sufficient**	Able to execute the basics of 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

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