



CERTIFICATE

of Excellence

Issued

16 Feb 2024

Fitrian Aulia

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/fitrian-aulia-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: Fitrian Aulia

Batch: 12

Specialization: Social Media Organic

Skillset	Score	Notes
Media Planning & Basic Paid Ads Campaign Planning	Excellent	Able to 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