



# CERTIFICATE

of Achievements

Issued

2/09/2023

## Jessica Witasari

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Has been awarded a certificate of achievements for the

**FULL STACK DIGITAL MARKETING**

A 13-week certified online course offered by Revou

**Matteo Sutto**  
CEO and Co-Founder  
PT Revolusi Cita Edukasi



Verify at <https://certificates.revou.co/jessica-witasari-certificate-achievements-facfsdm23.pdf>  
Revou has confirmed the identity of this individual and their participation in the course



# FULL STACK DIGITAL MARKETING

## Scorecard

Issued  
2/09/2023

Name: JESSICA WITASARI

Batch: 12

| Module                                      | Score      | Notes                                                                                                                                                                                                                                             |
|---------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Measuring Performance and Budget Allocation | Moderate   | Able to execute basic metrics calculation, determine success metrics, data driven recommendation, media planning.                                                                                                                                 |
| Marketing Analytics                         | Proficient | Able to execute intermediate google analytics dashboard utilization, data interpretation, data comparison, measurement plan, event setup, data visualization with GDS, data analysis, giving recommendation.                                      |
| Social Media Ads                            | Proficient | Able to execute intermediate campaign setup, audience research & targeting, campaign structure & plan, competitor analysis, ad creative best practice, campaign performance analysis and optimization.                                            |
| Google Ads                                  | Proficient | Able to execute intermediate campaign setup, keyword research, analysis & targeting, campaign structure & plan, ad copy & extension, budgeting plan, bidding strategy, landing page optimization, campaign performance analysis and optimization. |
| SEO                                         | Proficient | Able to execute intermediate keyword research, analysis & targeting, on-page content on-page technical, website audit, competitor analysis, SEO strategy for website, on-page optimization, networking plan.                                      |
| Content Marketing                           | Proficient | Able to execute intermediate goals setting, audience analysis, content ideation strategy, content distribution channel & email pitch, content production, content evaluation.                                                                     |
| Social Media Organic                        | Proficient | Able to execute intermediate goals setting, measurement plan, brand identity, audience targeting, content themes, content pillar, content phasing & timeline, content idea visualization.                                                         |
| Customer Relationship Management            | Moderate   | Able to execute basic customer lifecycle, customer segmentation, automation campaign flow, email campaign.                                                                                                                                        |