



CERTIFICATE

of Achievements

Issued

8/01/2024

Kelvin Yenson

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/kelvin-yenson-certificate-achievements-facfsdm23.pdf>
Revou has confirmed the identity of this individual and their participation in the course



FULL STACK DIGITAL MARKETING

Scorecard

Issued

8/01/2024

Name: KELVIN YENSON

Batch: 13

Module	Score	Notes
Measuring Performance and Budget Allocation	Proficient	Able to execute intermediate metrics calculation, determine success metrics, data driven recommendation, media planning.
Marketing Analytics	Moderate	Able to execute basic 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	Proficient	Able to execute intermediate customer lifecycle, customer segmentation, automation campaign flow, email campaign creation.

