



CERTIFICATE

of Excellence

Issued

18 Oct 2024

Lesiniya Pamela Graces Rompas

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/lesiniya-pamelia-graces-rompas-certificate-excellence-dmpfm24.pdf>
Revou has confirmed the identity of this individual and their participation in the program



FULL STACK DIGITAL MARKETING

Scorecard

Issued

18/10/2024

Name: LESINIYA PAMELIA GRACES ROMPAS

Batch: 14

Specialization: Performance Marketing

| Skillset | Score | Notes |
|---|------------------|---|
| Google Ads Campaign Planning & Campaign Setup | Excellent | Able to adequately create marketing channels proposal, campaign structure & objective, keywords targeting, competitor analysis, ad copy strategy, media planning, key metrics and bidding strategy) and setup the Google search ads, video ads, display ads, and app campaigns |
| Meta Ads Campaign Planning & Campaign Setup | Excellent | Able to adequately create marketing channels proposal, campaign structure & objective, audience targeting, competitor analysis, ads strategy, media planning, key metrics, and setup the Meta Ads sales campaigns, engagement campaigns, leads campaigns, product set, and custom rule. |
| Paid Ads Campaign Analysis & Reporting | Excellent | Able to adequately create 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 | Excellent | Able to adequately create the campaign objective, campaign structure, audience targeting, ad creative strategy, and adequately execute the meta ads campaign setup for Small & Medium Enterprise. |
| Campaign Monitoring, Optimization, & Reporting for Small Medium Enterprise | Excellent | Able to adequately monitor the campaign, create comprehensive report of overall performance, campaign, audience, and ads performance, do performance trend analysis, insight generation, and optimization formulation as well as execute the Small & Medium Enterprise Meta Ads Campaign. |