CERTIFICATE
of Achievements

Issued
8/01/2024

Michael Chandra Zhuang

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

RevoU.co

Verify at https://certificates.revou.co/michael-chandra-zhuang-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: MICHAEL CHANDRA ZHUANG Batch: 13

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	**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	**Moderate**	Able to execute basic 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.

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