Salsabila Fasya Arfiana

has been awarded a

CERTIFICATE OF COMPLETION

for the **RevoU Tech Academy: Product, Data, & Marketing**
as part of Studi Independen Bersertifikat (SIB) - Kampus Merdeka
from 21 February 2022 to 29 July 2022

Matteo Sutto
CEO & Co-Founder

Vanessa Geraldine
Head of New Programs

No: cmp/02-22/km12358012
Issued: 29 July 2022
RevoU has verified the identity of this individual and their participation in this course

REVOU TECH ACADEMY: PRODUCT, DATA, AND MARKETING SCORECARD

Name: Salsabila Fasya Arfiana
No: cmp/02-22/km12358012
Issued: 29 July 2022

Final Score	95

No	Module	Hours	Score	Sub-Modules	Module Outcome
1	**Digital Marketing**	200	**94**	Social Media Organic Search Engine Optimization & Content Marketing Digital Marketing Measurement & Analytics Paid Ads Overview Digital Marketing Capstone Project	1) Understand the basics of marketing and its application in digital platform 2) Have basic knowledge about major online marketing channels 3) Understand the importance of strategic thinking and how to apply it in digital marketing
2	**Tech Sales**	160	**91**	Tech Sales: Key Concepts & Theories Prospecting, Research, CRM, and Sales Tools Written Communication Skills Verbal Communication Skills	1) Understand the basics of sales and communication in the digital industry 2) Understand the consultative selling method used in the world of technology sales 3) Have basic knowledge about funnel and sales pipeline
3	**Data Analytics**	200	**98**	Understanding Business Problem Data Cleaning Data Visualization Data Communication Data Analytics Capstone Project	1) Understand the basics of data analysis and analytical thinking methods 2) Understand the general data structure and cleaning 3) Understand data visualization
4	**Product Management**	200	**92**	Market Size, Customer Persona & User Journey Problems Prioritization Product Development Stakeholder Management Product Management *Capstone Project*	1) Understand the basics of product management 2) Understand the difference between company vision and product vision 3) Understand steps needed to define and prioritize market for a product
5	**Career Development**	40	**98**	Fundamentals of planning your career Get More Opportunity: Power of Personal Branding Building Up Your Assets Workshop Curriculum Vitae Review	1) Understand the soft skills needed to build a career in a technology company 2) Deepen and foster the concept of a growth mindset 3) Improve time management