# Shaffa Arindra Tuffahati

has been awarded a

## CERTIFICATE OF COMPLETION

for the **RevoU Tech Academy: Product, Data, Sales, & Marketing**
as part of Studi Independen Bersertifikat (SIB) supported by Kampus Merdeka
15 August 2022 - 22 December 2022 with final grade of

**94 out of 100 (A)**

Matteo Sutto
CEO & Co-Founder

Vanessa Geraldine
Head of New Programs

No: CMP/08-22/KM020282
Issued: 22 December 2022
PT Revolusi Cita Edukasi (RevoU) has verified the identity of this individual and their participation in this course

# REVOU TECH ACADEMY: PRODUCT, DATA, SALES, AND MARKETING SCORE TRANSCRIPT

Name: Shaffa Arindra Tuffahati
No: CMP/08-22/KM020282
Issued: 22 December 2022

| Final Score | 94 |
|---|---|

| Conversion | Score |
|---|---|
| A | 80 - 100 |
| B | 70 - 79 |
| C | 60 - 69 |
| D | 40 - 59 |
| E | < 40 |

| No | Module | Hours | Score | Sub-Modules | Module Outcome |
|---|---|---|---|---|---|
| 1 | **Digital Marketing** | 200 | **94 / 100** | •Digital Marketing Measurement & Analytics<br>•Social Media Ads<br>•Social Media Organic<br>•Content Marketing<br>•Digital Marketing Capstone Project | •Understand the basics of marketing and its application in digital platform<br>•Have basic knowledge about major online marketing channels<br>•Understand the importance of strategic thinking and how to apply it in digital marketing |
| 2 | **Tech Sales** | 200 | **94 / 100** | •Tech Sales: Key Concepts & Theories<br>•Prospecting, Research, CRM, and Sales Tools<br>•Written Communication Skills<br>•Verbal Communication Skills | •Understand the basics of sales and communication in the digital industry<br>•Understand the consultative selling method used in the world of technology sales<br>•Have basic knowledge about funnel and sales pipeline |
| 3 | **Data Analytics** | 200 | **94 / 100** | •Understanding Business Problem<br>•Data Cleaning<br>•Data Visualization<br>•Data Communication<br>•Data Analytics Capstone Project | •Understand the basics of data analysis and analytical thinking methods<br>•Understand the general data structure and cleaning<br>•Understand data visualization |
| 4 | **Product Management** | 200 | **91 / 100** | •Intro to Product Management<br>•Research in Product Management<br>•Product Development<br>•Stakeholder Management<br>•Product Management *Capstone Project* | •Understand the basics of product management<br>•Understand the difference between company vision and product vision<br>•Understand the steps needed to define and prioritize market for a product |
| 5 | **Career Development** | 16 | **100 / 100** | •Get More Opportunity: Power of Personal Branding<br>•Building Up Your Assets Workshop<br>•Curriculum Vitae Review | •Understand the soft skills needed to build a career in technology industry<br>•Preparing the Assets needed to start a career in technology industry<br>•Deepen and foster the concept of a growth mindset |