# CERTIFICATE
*of Achievements*

*Issued*
2/09/2023

## Umi Kalsum Sania

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/umi-kalsum-sania-certificate-achievements-facfsdm23.pdf
Revou has confirmed the identity of this individual and their participation in the course

# FULL STACK DIGITAL MARKETING

## *Scorecard*

*Issued*
2/09/2023

**Name: UMI KALSUM SANIA** Batch: 12

| 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** | **Proficient** | Able to execute intermediate 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. |

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