CERTIFICATE
of Excellence

Issued
16 Feb 2024

Umi Kalsum Sania

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

RevoU.co

Verify at https://certificates.revou.co/umi-kalsum-sania-certificate-excellence-dmpfm24.pdf
Revou has confirmed the identity of this individual and their participation in the program

FULL STACK DIGITAL MARKETING

Scorecard

Issued
16/02/2024

Name: UMI KALSUM SANIA Batch: 12 **Specialization: Performance Marketing**

Skillset	Score	Notes
Google Ads Campaign Planning & Campaign Setup	**Excellent**	Able to adequately execute the defining campaign objective, defining campaign structure, defining keyword targeting, competitor analysis, defining ad copy strategy, media planning, defining key metrics, search ads setup, video ads setup, display ads setup, and app campaign setup.
Meta Ads Campaign Planning & Campaign Setup	**Excellent**	Able to adequately execute the defining campaign objective, campaign structure, target audience, competitor analysis, creative strategy, budget allocation, key metrics, sales campaign setup, engagement campaing setup, leads campaign setup, product set setup, and custom rule setup
Paid Ads Campaign Analysis & Reporting	**Excellent**	Able to adequately execute 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 and Google Search Ads
Paid Ads Campaign Planning & Campaign Setup for Small Medium Enterprise	**Excellent**	Able to adequately execute the campaign objective, campaign structure, audience targeting, ad creative strategy, and meta ads campaign setup for Small Medium Enterprise
Campaign Monitoring, Optimization, & Reporting for Small Medium Enterprise	**Excellent**	Able to adequately execute the overall performance report, campaign performance report, audience performance report, ad creative report, performance trend analysis, insight generation, and optimization formulation of Meta Ads for Small Medium Enterprise

RevoU.co