

SERTIFIKAT PELATIHAN

1956529840-194/FGA/BLSDM.Kominfo/2023

Diberikan kepada

FRISELLA NATALIDA

telah menyelesaikan pelatihan

Digital Marketing Mastery
pada Program **Fresh Graduate Academy**
Digital Talent Scholarship **2023**

Pada tanggal **12 Juni 2023 - 16 Juli 2023** selama **100** Jam Pelatihan

Jakarta, 7 Agustus 2023



Ditandatangani secara elektronik oleh:
Kepala Badan Litbang & SDM



Hary Budiarto

Fresh Graduate Academy Digital Talent Scholarship 2023
Pelatihan Digital Marketing Mastery
Sejumlah 100 Jam Pelatihan

Materi	Jumlah JP
Marketing Fundamental And Market Research	5
Budget Plan, KPI Metrics, Monthly Report	10
Content Marketing	8
Build Your Digital Assets (Website & Social Media Page)	10
Paid Advertising In Social Media: Facebook and Instagram Ads	8
Paid Advertising In Social Media: Tiktok Ads	8
Intro to Google Ads: SEM	8
Google Ads: GDN	10
Google Ads: Youtube	8
Media Buying: Guide to media buying, Bidding on FB Ads, Google Ads, Tiktok Ads	10
Presentation: Performance Report	15