Bidang Teknologi,
Industri dan
Lingkungan Hidup

PKS

PKS digital school

# Certificate

No. 4639/PKS/DigiS/IX/2022

## Muhammad Dwisakti Ahsana Reihansyah

has participated

## Digital Marketing

on July 18th - September 09th, 2022 provided by PKS Digital School.

Bandung, September 2022

PKSDigiSchool CEO

Mardani Ali Sera

@pksdigischool www.pksdigitalschool.com

# Skill Report

**Name : Muhammad Dwisakti Ahsana Reihansyah**
**Course : Digital Marketing**

**Technical Skills**

| Topic | Sub Topic |
|---|---|
| Basic Business | • Market Research & Product Research<br>• Selling Technique & Branding |
| Social Media | • Organic Growth Strategy<br>• Facebook Ads<br>• Social Media Reporting & Social Media Analyse |
| Search Engine | • On Page SEO, Off Page SEO<br>• Google Ad<br>• Data Studio<br>• Web Growth Strategy |
| Strategy | • List Building<br>• Public Relation, Network & Events<br>• Marketing Content |
| Basic WordPress | • WordPress Instalation & Basic Setting,<br>• Appearance Customizing & Page Builder Plugins |
| E-Commerce Website | • E-commerce Plugins<br>• Payment Gateway |
| Website Deployment | • Deploy to shared hosting<br>• Optimize SEO + Caching |