



Bidang Teknologi,  
Industri dan  
Lingkungan Hidup



**PKS**digital  
**school**

# Certificate

No. 5070/PKS/DigiS/IX/2022

**Wisnu sentiko kurniawan**

has participated

**Digital Marketing**

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

Bandung, September 2022

PKSDigiSchool CEO



**Mardani Ali Sera**



# Skill Report

Name : Wisnu sentiko kurniawan

Course : Digital Marketing

## Technical Skills

Topic	Sub Topic
Basic Business	<ul style="list-style-type: none"><li>• Market Research &amp; Product Research</li><li>• Selling Technique &amp; Branding</li></ul>
Social Media	<ul style="list-style-type: none"><li>• Organic Growth Strategy</li><li>• Facebook Ads</li><li>• Social Media Reporting &amp; Social Media Analyse</li></ul>
Search Engine	<ul style="list-style-type: none"><li>• On Page SEO, Off Page SEO</li><li>• Google Ad</li><li>• Data Studio</li><li>• Web Growth Strategy</li></ul>
Strategy	<ul style="list-style-type: none"><li>• List Building</li><li>• Public Relation, Network &amp; Events</li><li>• Marketing Content</li></ul>
Basic WordPress	<ul style="list-style-type: none"><li>• WordPress Instalation &amp; Basic Setting,</li><li>• Appearance Customizing &amp; Page Builder Plugins</li></ul>
E-Commerce Website	<ul style="list-style-type: none"><li>• E-commerce Plugins</li><li>• Payment Gateway</li></ul>
Website Deployment	<ul style="list-style-type: none"><li>• Deploy to shared hosting</li><li>• Optimize SEO + Caching</li></ul>

