

# Certificate of Graduation



Hosted by  
**HACKTIV8 Indonesia**

**Riza Fahmi**  
Co-Founder & Chief  
Evangelist of HACKTIV8

This Certificate is Proudly Presented to

**Eric Wilda Putra**

For successfully completing the program  
**Digital Marketing Night Bootcamp**

With Predicate **Graduates**

Issued on **19 Sept 2025**



 **HACKTIV8** Bootcamp Predicate Descriptions

## Digital Marketing Night Bootcamp

PREDICATE	FINAL SCORE	LEVEL OF COMPETENCIES
Teacher's Award	99 - 100%	1. Demonstrates <b>mastery</b> in designing, executing and optimizing end-to-end multi-channel campaigns with brand building, market research, content marketing, campaign planning, Google Ads platform, and analytics.
Honors	95 - 98.9%	1. Demonstrates <b>excellence</b> in brand building, market research, user persona, social media campaigns, and brand partnerships. 2. Performs <b>excellence</b> in Meta and Google Ads creation, along with strong campaign media planning.
Graduates	80 - 94.9%	1. Demonstrate <b>reliable</b> skills in market research, campaign content creation and analytics. 2. <b>Proficient</b> in campaign execution of Meta, Google Ads and performing <b>basic</b> analysis for tracking and reporting campaign results.
Participants	70 - 79.9%	1. Successfully <b>creates</b> content marketing and account setup with <b>foundational skills</b> in market research and performance reporting. 2. <b>Growing skills</b> in analytics, content strategy, and campaign optimization.

*This scoring system reflects the comprehensive Digital Marketing curriculum, encompassing foundational to advanced skills in brand building, market research, content strategy, campaign execution, and analytics. A score of 80% and above indicates proficiency in professional digital marketing practices and readiness for industry-standard campaign planning and execution. This assessment is based on practical project implementations, strategic evaluations, and demonstrated ability to apply modern marketing tools and techniques.*