anteraja

MAXY ACADEMY

Anteraja NextGen AI Academy

CERTIFICATE

No. 1857/MAC.BT/XI/2026

Proudly presents this certificate to

Azizah Nuur Mardhatilla

Successfully completed the **Anteraja NextGen AI Academy** by MAXY Academy from September 14 to November 6, 2026.

Jakarta, 6 November 2026

Andy Bintoro
CTO And Co-Founder
Maxy Academy

UUID: f76df298-85f5-4ad3-a1e7-15612f81ce87

AZIZAH NUUR MARDHATILLA — DIGITAL MARKETING ANTERAJA NEXTGEN AI ACADEMY | NO. 1857/MAC.BT/XI/2026

NO	LEARNING MODULE	LEARNING OUTCOMES	JP
1	Marketing Fundamentals and Mindset	Understand marketing as selling perception, focus on sales outcomes, and explore consumer psychology.	1
2	Basic AI Prompting and Research	Use AI for market and competitor research.	1
3	Digital Marketing Process and Funneling	Understand the digital marketing funnel.	1
4	Content Marketing and Technical Copywriting	Master translating technical or specific information into persuasive language.	1
5	Storytelling and Narrative Building	Create emotionally engaging scripts to build trust.	1
6	AI for Visual Content Creation	Practice using AI tools for fast and quality visual asset production.	1
7	Social Media Content Distribution and Virality	Learn strategies for content distribution and engaging communities.	1
8	Landscape, Strategy and Setup	Master SEO, GEO, and AEO optimization strategies, and utilize AI tools to generate content briefs and full SEO-optimized articles.	1

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NO	LEARNING MODULE	LEARNING OUTCOMES	JP
9	Performance and CRO Optimization	Audit website performance to target high Lighthouse scores. Optimize conversion funnels and write high-converting microcopy.	1
10	Analytics and Event Tracking	Integrate search console and track custom user events. Analyze user heatmaps and session recordings to fix drop-offs.	1
11	Performance Digital Paid Media	Strategize paid advertising to drive traffic to various digital touchpoints.	1
12	Influencer/KOL Marketing and Analytics	Select appropriate influencers, plan collaborations, and analyze data.	1
13	CRM and Leads Management Basics	Understand CRM fundamentals and managing potential buyer databases.	1
14	Optimizing Digital Communication for Sales	Optimize digital communication channels for closing high-involvement product or service sales.	1
15	eCommerce On-Platform Optimization	Optimize sales for shipping & logistics services from a logistics brand on an e-commerce platform (e.g., optimizing courier service listings, B2B packaging supplies, fulfillment add-ons, or express shipping vouchers on marketplace platforms).	1

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NO	LEARNING MODULE	LEARNING OUTCOMES	JP
16	Integrated Campaign Planning, BCM (Bisnis Canvas Model)	Combine content, influencer marketing, paid media, and sales strategies into a cohesive, end-to-end digital marketing campaign aligned with the Business Model Canvas (BMC).	1
17	AI-Powered Data Analysis for Campaign Evaluation	Utilize AI to analyze campaign performance data and measure success.	1
18	AI in Customer Service	Explore using AI for chatbots and automated responses to customer inquiries.	1
19	Voice Search Optimization	Understand how AI is impacting voice search and how to optimize content for voice queries.	1
20	Building an AI-Powered Marketing Tech Stack	Explore integrating various AI tools and platforms to create a comprehensive marketing technology stack.	1
		Total Learning Hours (JP)	**20**

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