# Kirti Kote | Virtual Assistant Portfolio: Smart Scheduling, Planning & Communication Management

A curated showcase of real-world **virtual assistant tasks**—featuring executive calendar management, strategic workshop planning, and targeted email campaigns using Boomerang and Mergo. Focused on efficiency, clarity, and proactive communication throughout.
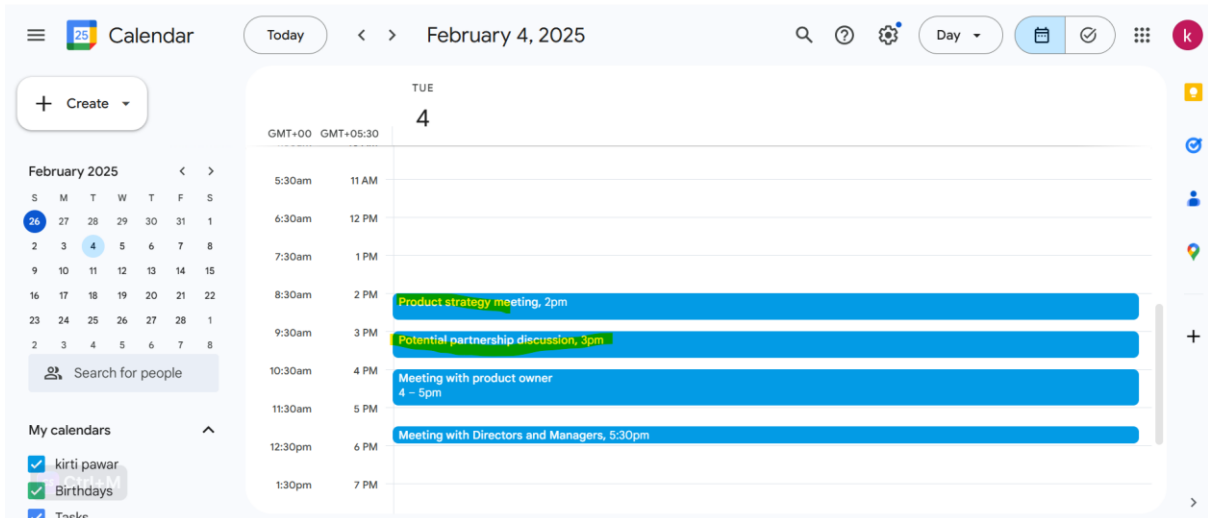
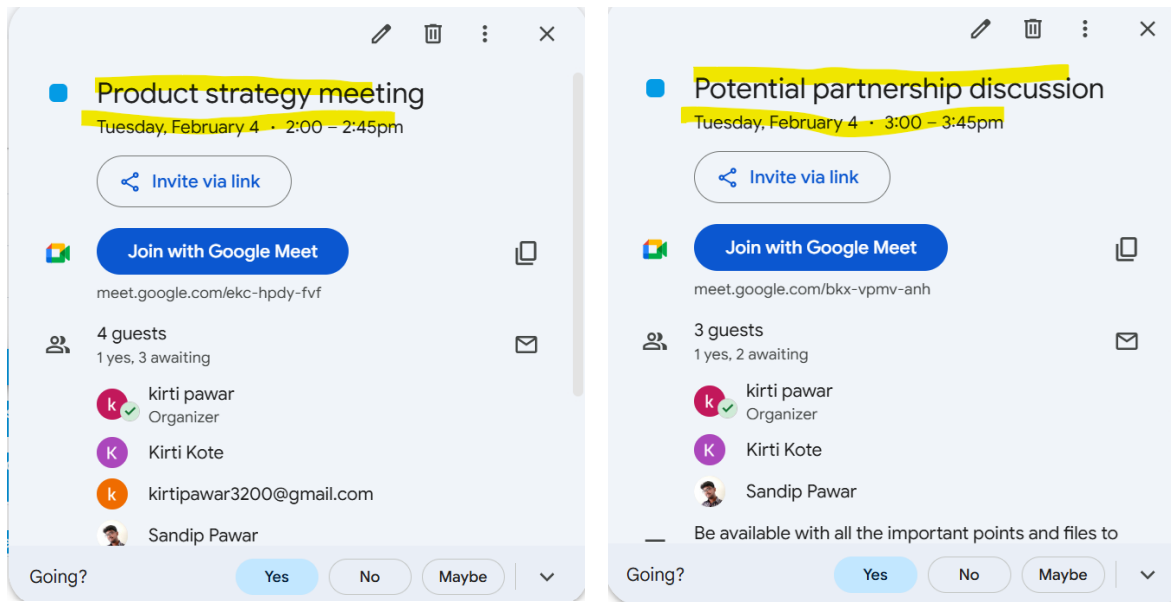1. **Calendar Conflict Resolution for CEO's Overlapping Meetings**
   Resolved a double-booking issue by restructuring the CEO's tight schedule without disrupting other key appointments.

- Identified scheduling conflict and proposed time-slot optimization with a 15-minute buffer for seamless transition.
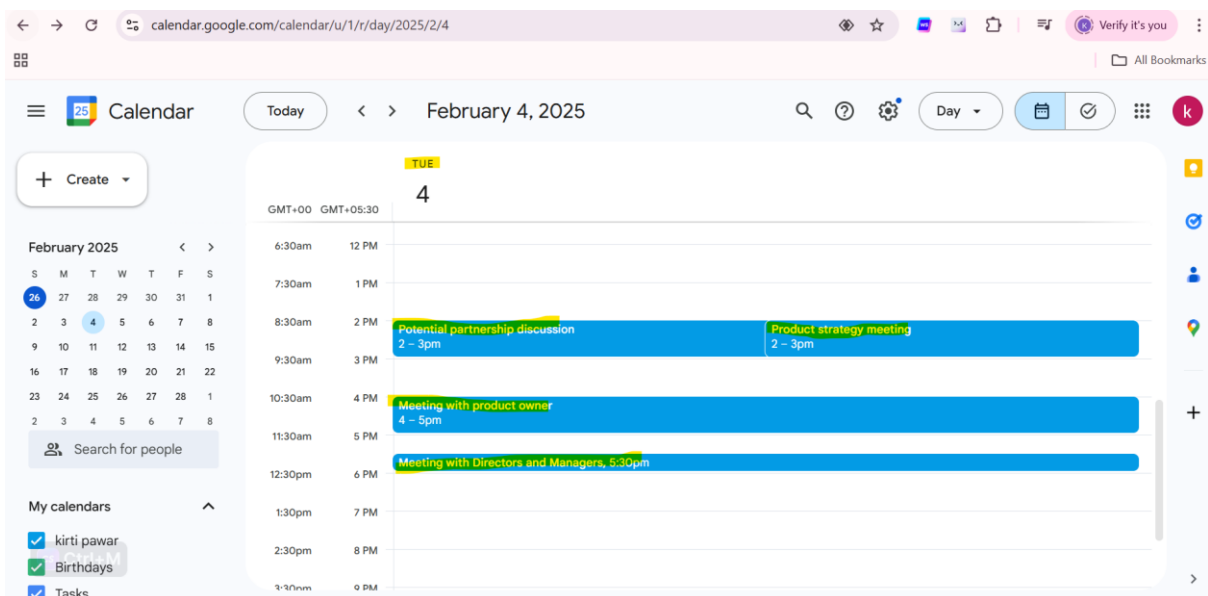

- Rescheduled both high-priority meetings efficiently within the same day by shortening durations and maintaining meeting flow.

Product strategy meeting
Tuesday, February 4 · 2:00 – 2:45pm

Invite via link

Join with Google Meet
meet.google.com/ekc-hpdy-fvf

4 guests
1 yes, 3 awaiting

k kirti pawar
Organizer

K Kirti Kote

k kirtipawar3200@gmail.com

Sandip Pawar

Going? Yes No Maybe

Potential partnership discussion
Tuesday, February 4 · 3:00 – 3:45pm

Invite via link

Join with Google Meet
meet.google.com/bkx-vpmv-anh

3 guests
1 yes, 2 awaiting

k kirti pawar
Organizer

K Kirti Kote

Sandip Pawar

Be available with all the important points and files to

Going? Yes No Maybe

2. **Planned a 5 Day Innovation Workshop for Peak Productivity**

- Created a structured weekly agenda with brainstorming, keynotes, and wrap-ups aligned to optimal energy hours.

- Incorporated breaks, networking, and personal task slots to maintain engagement and flow.
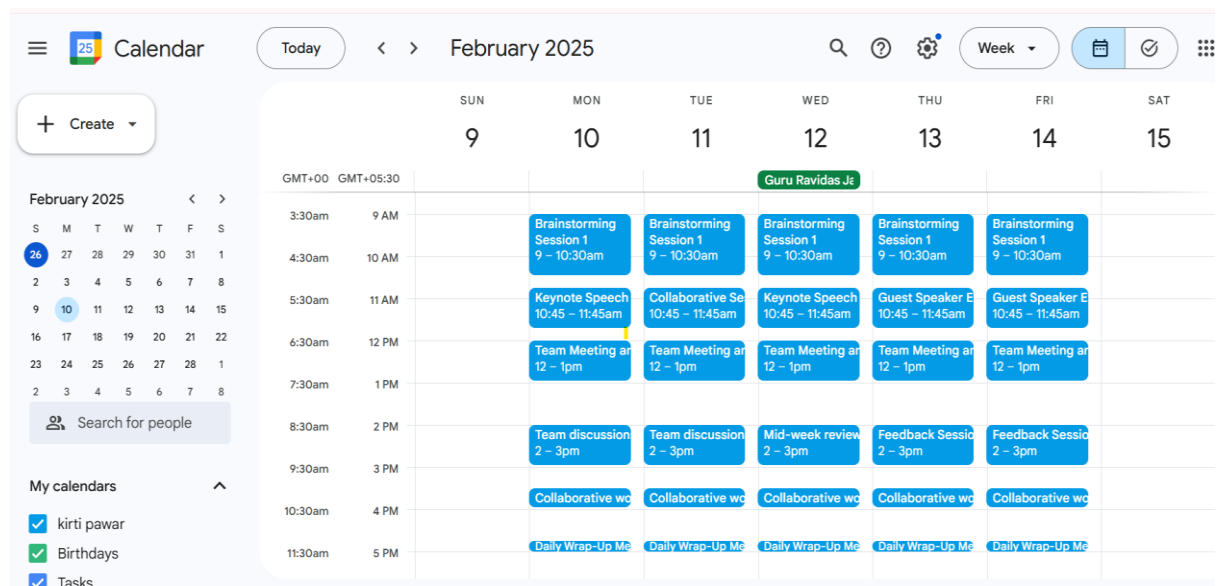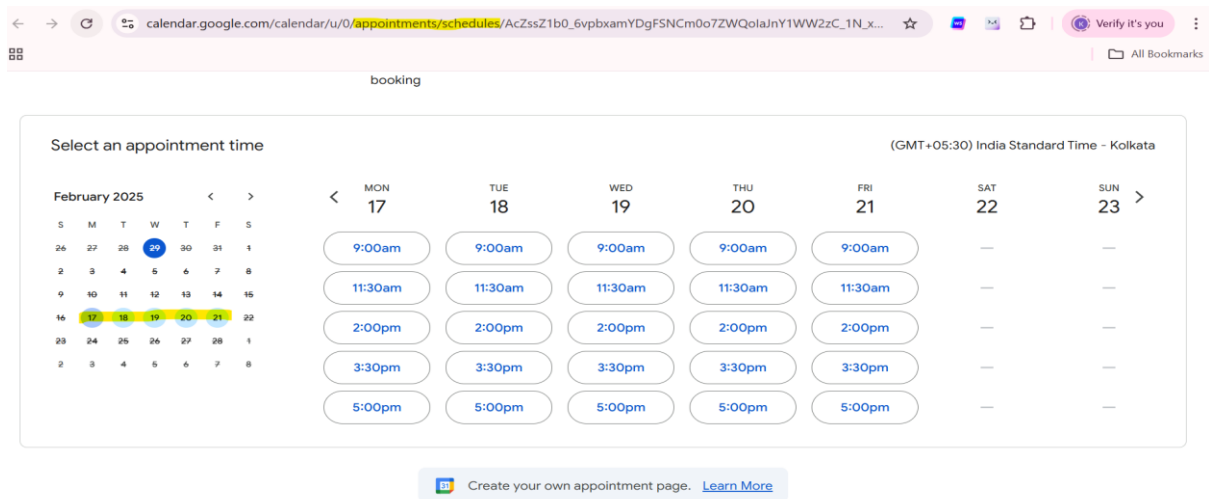

Conclusion:

This schedule **balances productivity, learning, collaboration, and flexibility** while maintaining engagement and efficiency throughout the workshop.

- Offered an alternative plan using **appointment scheduling** for flexible, conflict-free coordination.
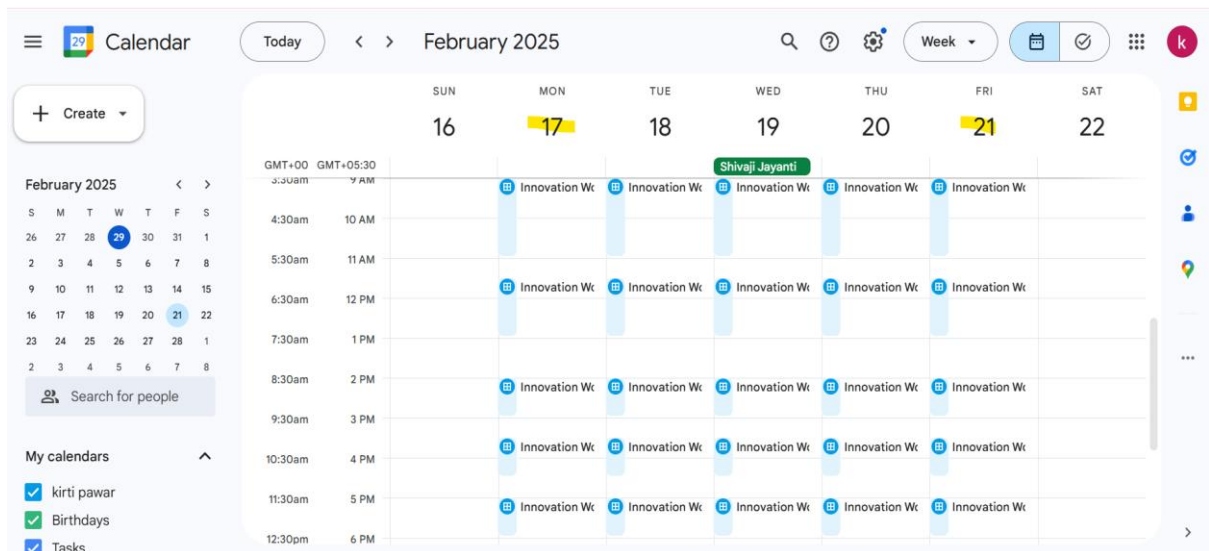
The **Appointment Booking Page** is structured as follows

3. Automated Email Campaign & Follow-Up Workflow Using Boomerang

- Scheduled a structured 3-step email sequence for a workshop announcement, including follow-ups and reminders.

- Used Boomerang to automate delivery, track engagement, and trigger follow-ups for non-responders.

- Ensured timely communication, team coordination, and maximum response rates through strategic email timing.
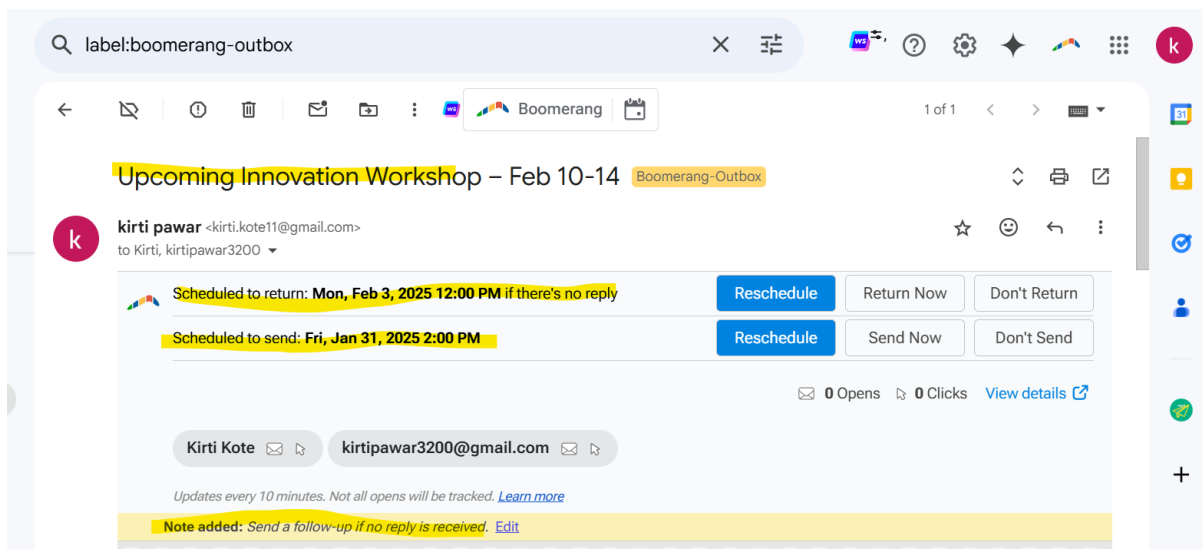
Email Copy:
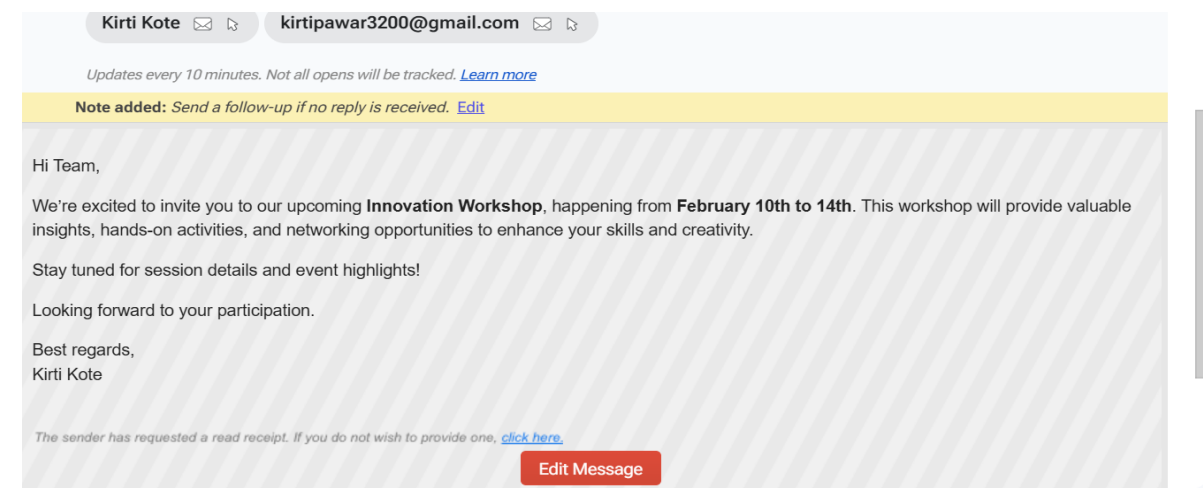
The follow-up email is scheduled for **February 4th at 9 AM**. A **reminder** is set for **2 PM on the same day** to check for responses and take necessary action if no reply is received within the 5-hour window.
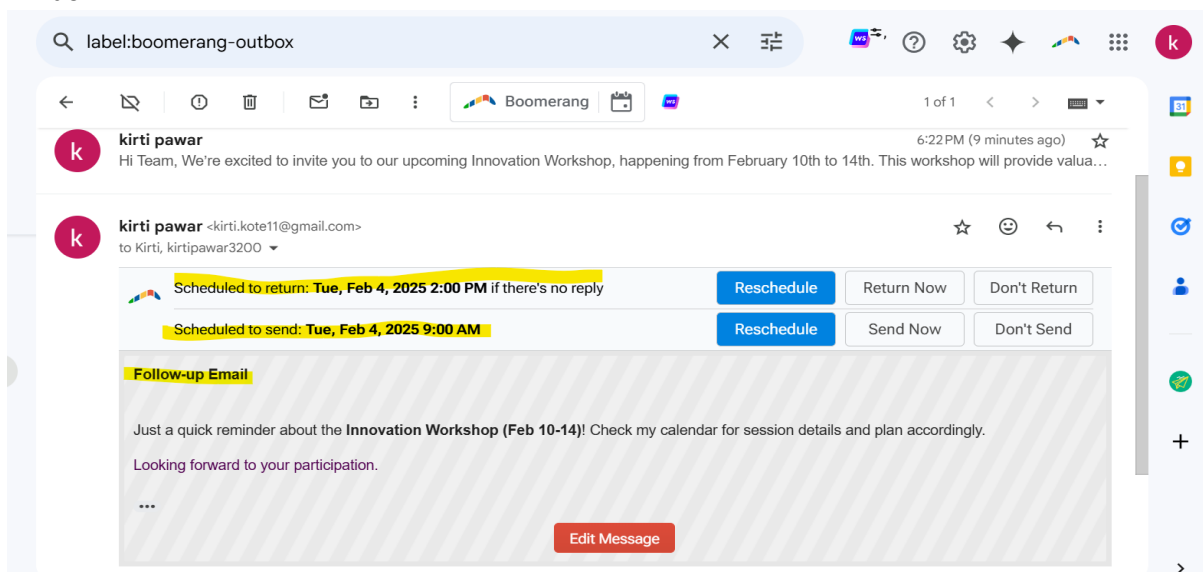
The final reminder email is scheduled for **February 6th at 2 PM**. A **reminder is set for February 7th at 9 AM (Early Morning)** to assess responses and decide whether to schedule a team meeting or send an urgent follow-up email before the workshop.
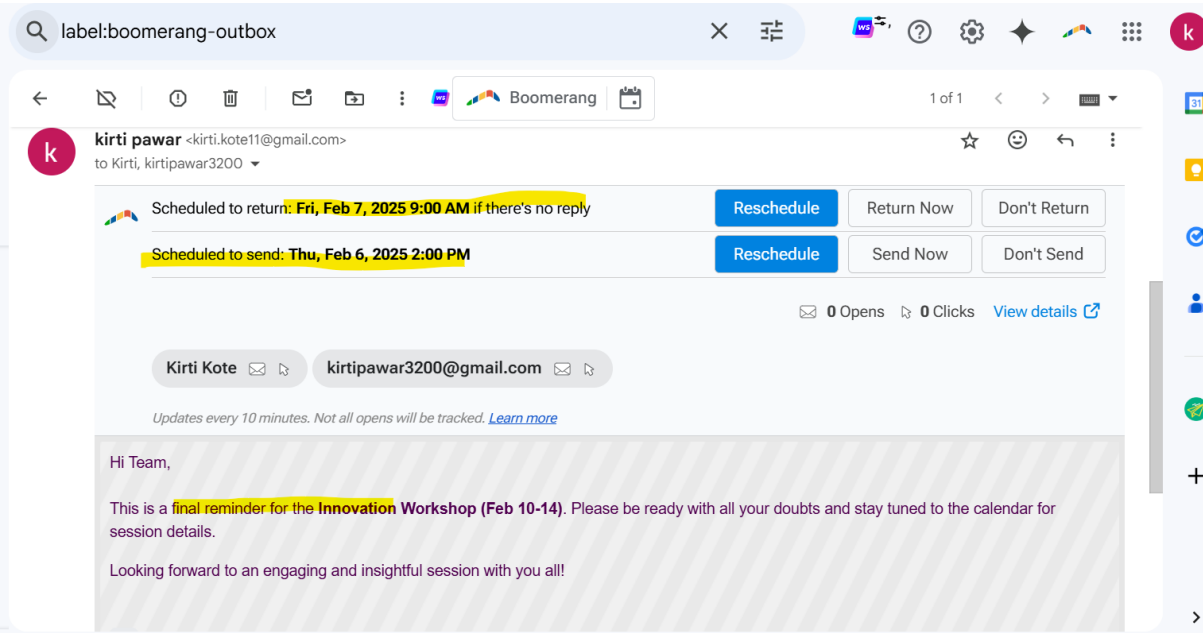
4. **Bulk Email Campaign Execution with Mail Merge & Mergo**

- Created a personalized email campaign using Mergo and a custom CSV file with recipient data.

(A CSV file with hypothetical data was created, downloaded, and attached to the email campaign for testing.)

- Segmented audience by attributes (name, role, registration status) for targeted communication.
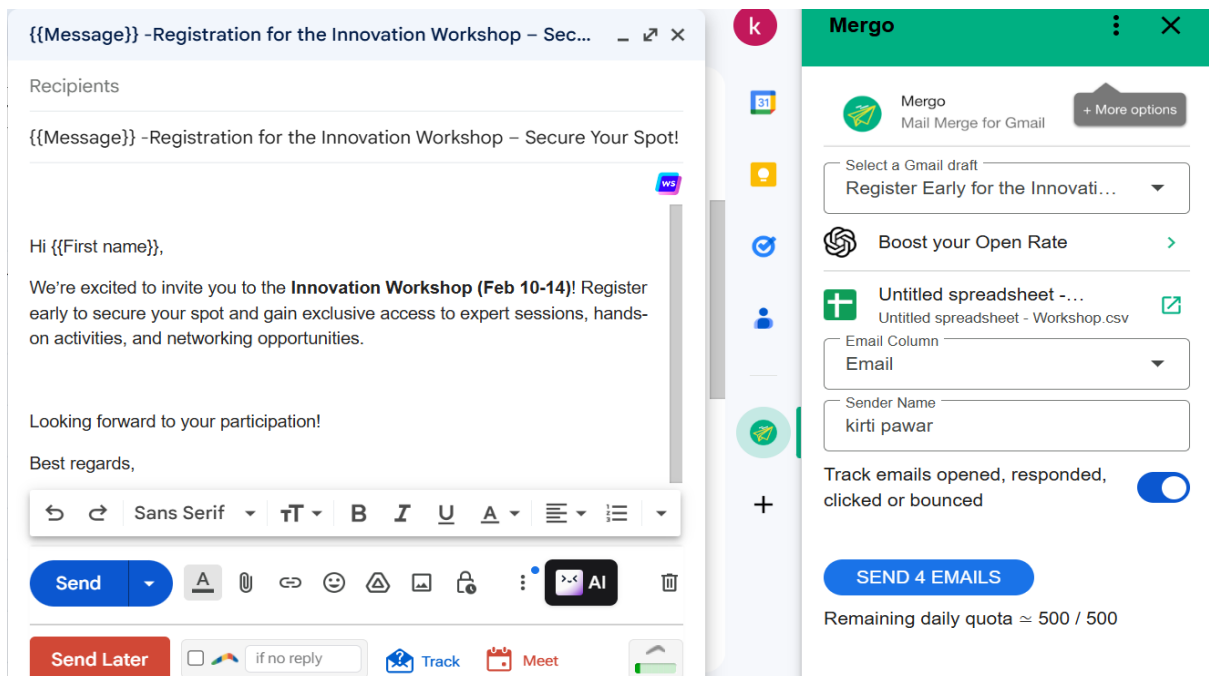
Participants received an email with a **personalized message and name**, as shown in the sample below.
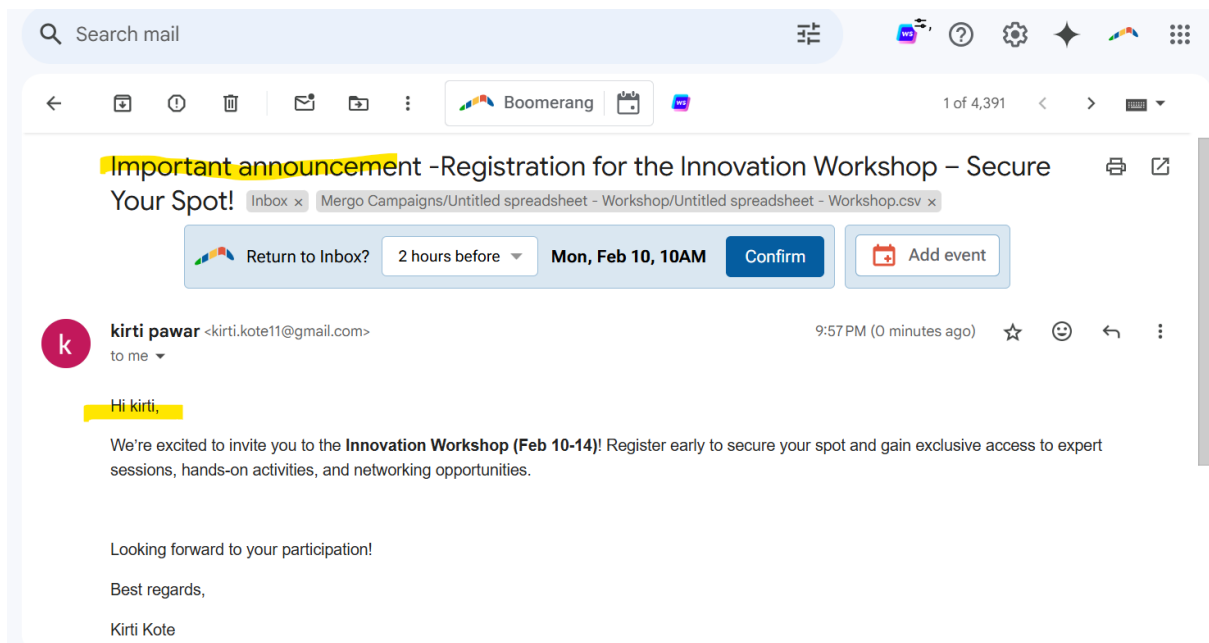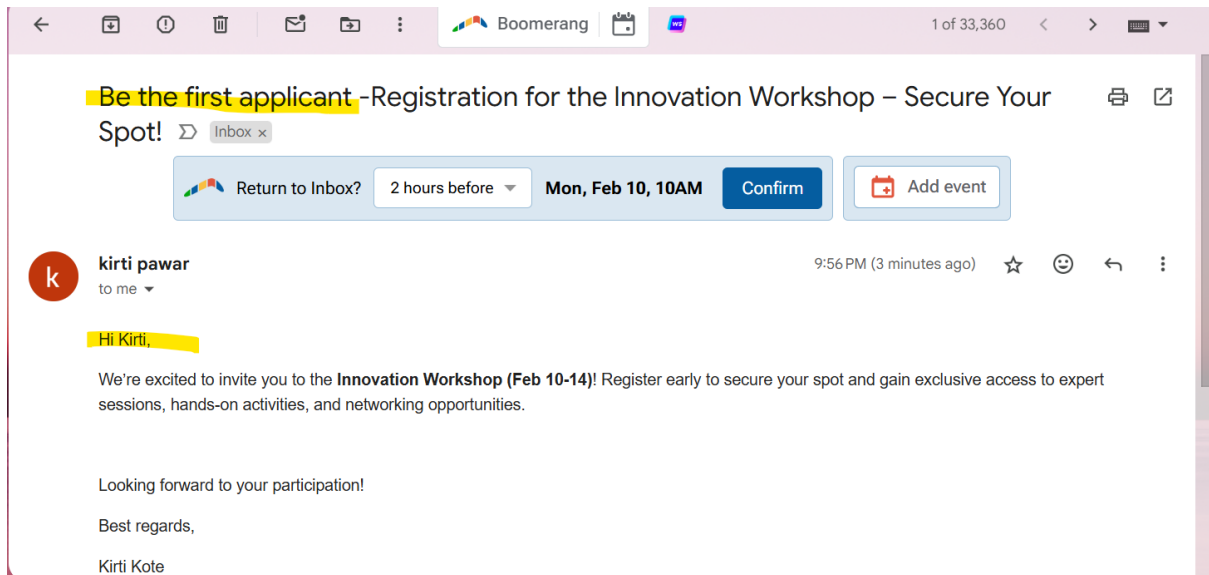
- Enabled tracking for opens, clicks, and responses to measure engagement and optimize outreach.

Conclusion:

Effectively segmented the audience using key attributes for **personalized outreach**. Leveraged **Mergo** to automate **mail merges, track engagement, and boost email campaign performance.**