

**Hi there!**

With years of global experience in manufacturing and steel fabrication, I'm now focused on remote work. I'm enhancing my design skills and expanding into virtual assistant services through courses and trainings.

I offer ***email marketing***, ***graphic/web design***, and ***other VA tasks***, aiming to help entrepreneurs ***grow and attract more customers***.

Feel free to reach out for a discussion on how I can help ***elevate your business*** and ***drive more customers your way!***

visit me at [psantoso13.netlify.app](https://psantoso13.netlify.app)



“If you're unsure how to grow your business online, ***it could lead to challenges***.

The internet and social media ***are powerful tools*** for boosting your business.”

# Lead generation



I will help you find new customers by using smart lead generation strategies. By focusing on reaching the right people and following up effectively, I will build a strong list of potential clients who are interested in what you offer.

# OPTIMIZING

*Lead  
generation*

- Define target audience
- Enhance Website / Landing page
- Create content marketing
- Utilize social Media
- Email Marketing Campaign

- Leverage paid advertising
- Implement Lead Magnet
- Optimize SEO
- Analyze and Adjust
- Engage in Networking

Reach me out to discussion **how to**  
**optimize Lead Generation**

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# EXAMPLE

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katakita Villa

Click here to get updates and special offers.



**katakita Villa**  
+62 8989 174787

Katakita Villa – a family-friendly villa in Dau, Malang, East Java. It boasts amenities like free Wi-Fi and some basic gym equipments, perfect for a relaxing getaway. Equipped with 3 bedrooms and 1 sofabed, suitable for up to 8 family members. Located in place with mountain views, 3 km from Taman Rekreasi Sengkaling, it will be a good option for those seeking a comfortable stay close to the popular amusement park area.

Nearby tourism spots

**Sengkaling** – is a popular tourist destination in Malang, East Java, known for its diverse attractions. From thrilling rides at the amusement park to relaxing swims in the water park, there's something for everyone. Explore the zoo to encounter fascinating animals, or stroll through the botanical garden for a peaceful escape. For adventure seekers, try paintball, archery, or ziplining at the adventure park. With its combination of fun, relaxation, and education, Sengkaling offers a memorable experience for visitors of all ages.



**Jatim Park 3** – is a unique theme park in Batu, East Java, that offers a blend of science, technology, and education. With its focus on the future, the park features interactive

## katakita villa

Data Anda akan kami simpan pada database kami untuk mengirimkan kabar mengenai bonus dan promosi. Anda dapat membatalkannya kapanpun Anda menginginkannya. Terimakasih.

Email Address

First Name

Phone Number

**Kirim Data**

Designing  
Lead Magnet

to build  
contact database

# Social Media management



I will boost your online presence through social media management. I'll create engaging posts and connect with your audience, making sure your brand has a consistent and lively voice across all platforms, helping you build a loyal community.

# OPTIMIZING

## *Social Media management*

- Set clear goals
- Identify target audience
- Choose the right platforms
- Develop a content strategy
- Engage with the audience

- Utilize visual content
- Leverage hashtags and trends
- Invest in paid advertisement
- Collaborate with Influencers
- Regularly Review and Adjust

Reach me out to discuss **how to**  
optimize **Social Media**

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# EXAMPLE

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Use visuals  
to capture attention  
and  
boost engagement  
by leveraging  
thumb arrangement

# Email marketing



I will improve your outreach with personalized email marketing campaigns. By sending tailored messages to different audience segments, I will create emails that capture attention and encourage readers to take action, leading to more sales.

# OPTIMIZING

## Email marketing

- Define objective
- Identify target audience
- Focus on testing an Element
- Create variations (for A/B test)
- Perform A/B test

- Collect data
- Analyze results
- Summarize outcomes
- Implement changes
- Continuous improvement

Reach me out to discuss **how to**  
optimize **Email Marketing**

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# EXAMPLE

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## katakita Villa

Discover Hidden Gems in Malang  
and Kota Wisata Batu:

**Family Retreat Awaits!**



Experience unforgettable moments with your loved ones at katakita Villa, the perfect getaway for families seeking **adventure** and **relaxation** in Malang and Kota Wisata Batu, Indonesia.

Dear Valuable Customer

Dear Valuable Customer,

Are you ready for a family adventure? At katakita Villa, we understand the importance of quality time with loved ones.

Our villa accommodates up to **8 guests** with as low as **US\$ 35 per night** budget, making it the ideal spot for a peaceful retreat for your family.

### Why Choose katakita Villa?

- Spacious Comfort:** Enjoy our well-furnished living areas and private bedrooms designed for relaxation.
- Family-Friendly Amenities:** From a fully-equipped kitchen to a private garden, we've got everything you need for a stress-free stay.
- Prime Location:** Located in DAU Malang, you'll be just minutes away from breathtaking tourist spots, including waterfalls, hiking trails, paragliding and cultural sites.

Imagine waking up to the **sounds of nature**, with **mountains views** within your very eyes, and planning your day of exploration together. Whether you want to dive into local culture or simply unwind, katakita Villa is your home away from home.

spots, including waterfalls, hiking trails, paragliding and cultural sites.

Imagine waking up to the **sounds of nature**, with **mountains views** within your very eyes, and planning your day of exploration together. Whether you want to dive into local culture or simply unwind, katakita Villa is your home away from home.

### Special Offer:

Book your stay and redeem 50% discount for your 3rd day of booking that made within 30 days.

Ready to create lasting memories?

[Book Your Family Getaway Now!](#) or reply to this email for more information. We can't wait to welcome you to katakita Villa!

**maintain subscriber**

**convert into costumers**

**with email newsletter**

**Start campaign**

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for portfolio



# Graphic design

I will turn your ideas into beautiful visuals with professional graphic design. From logos to social media graphics and marketing materials, I'll create designs that effectively communicate your brand's message and leave a great impression.

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for portfolio



# Web design

I will build a great online experience through user-friendly web design. By focusing on both style and usability, I'll create a website that looks good and works well on all devices, ensuring visitors enjoy their time on your site.



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for portfolio

# Copy writing

I will write compelling copy that connects with your audience and tells your brand's story. Whether it's for your website or ads, I will create messages that resonate with readers and encourage them to engage with your brand.

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for portfolio

# Video editing

I will help bring your ideas to life with engaging video editing. Whether you need promotional videos or social media clips, I'll create polished videos that capture attention and effectively communicate your message.



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for portfolio



# 360 *virtual tour*

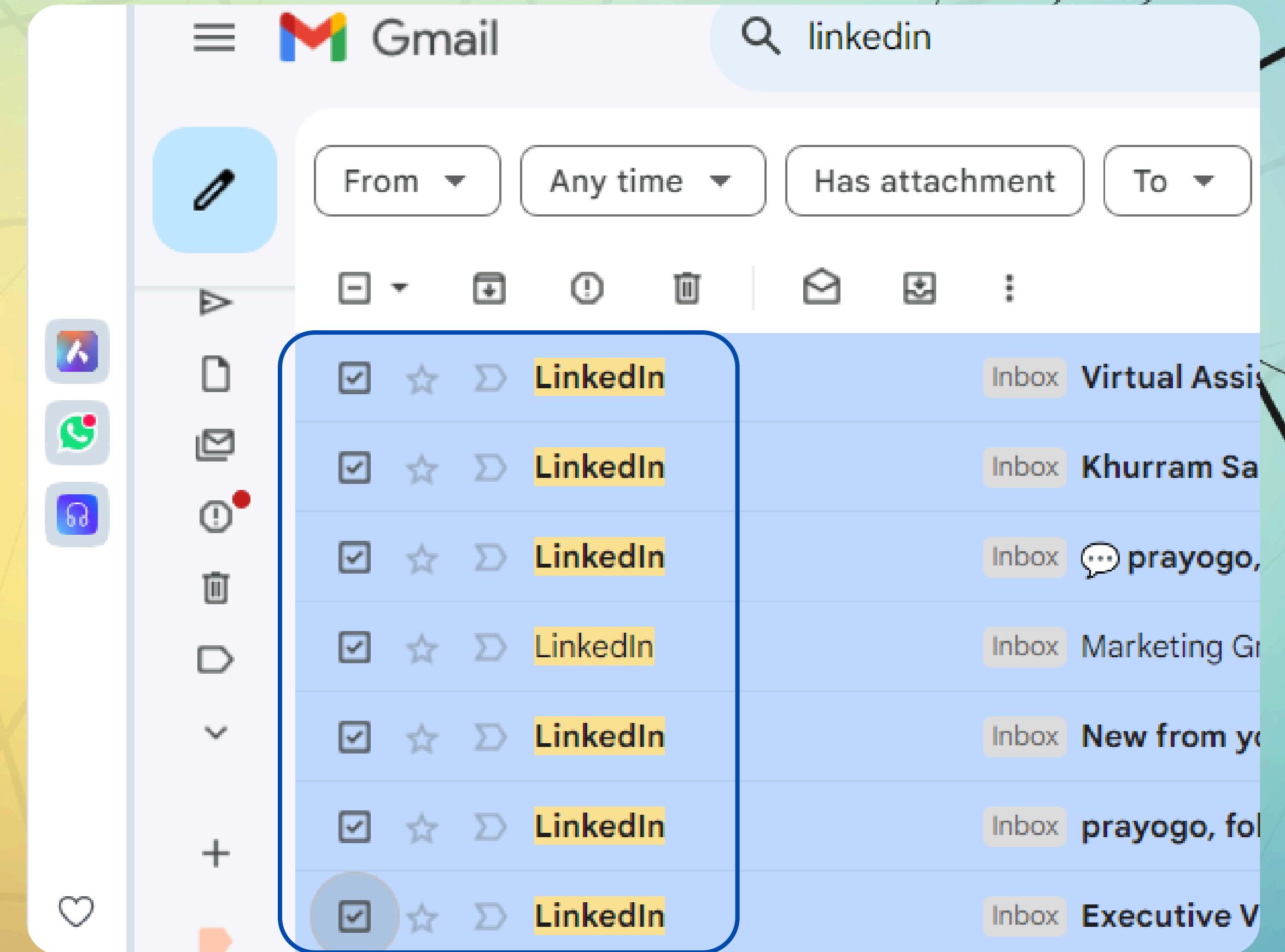
I will create exciting experiences with 360 image and video editing. By producing interactive visuals, I will allow your audience to explore your content from all angles, making their experience memorable and unique.

# Email management

- **Organizing Your Inbox:** I will clean up your inbox by sorting, labelling, and highlighting emails so you won't miss important ones.
- **Email Folders and Storage:** I'll make folders for easy access to emails and keep an organized archive.
- **Filtering Emails:** I'll remove spam and unimportant emails, helping you focus on what's important.

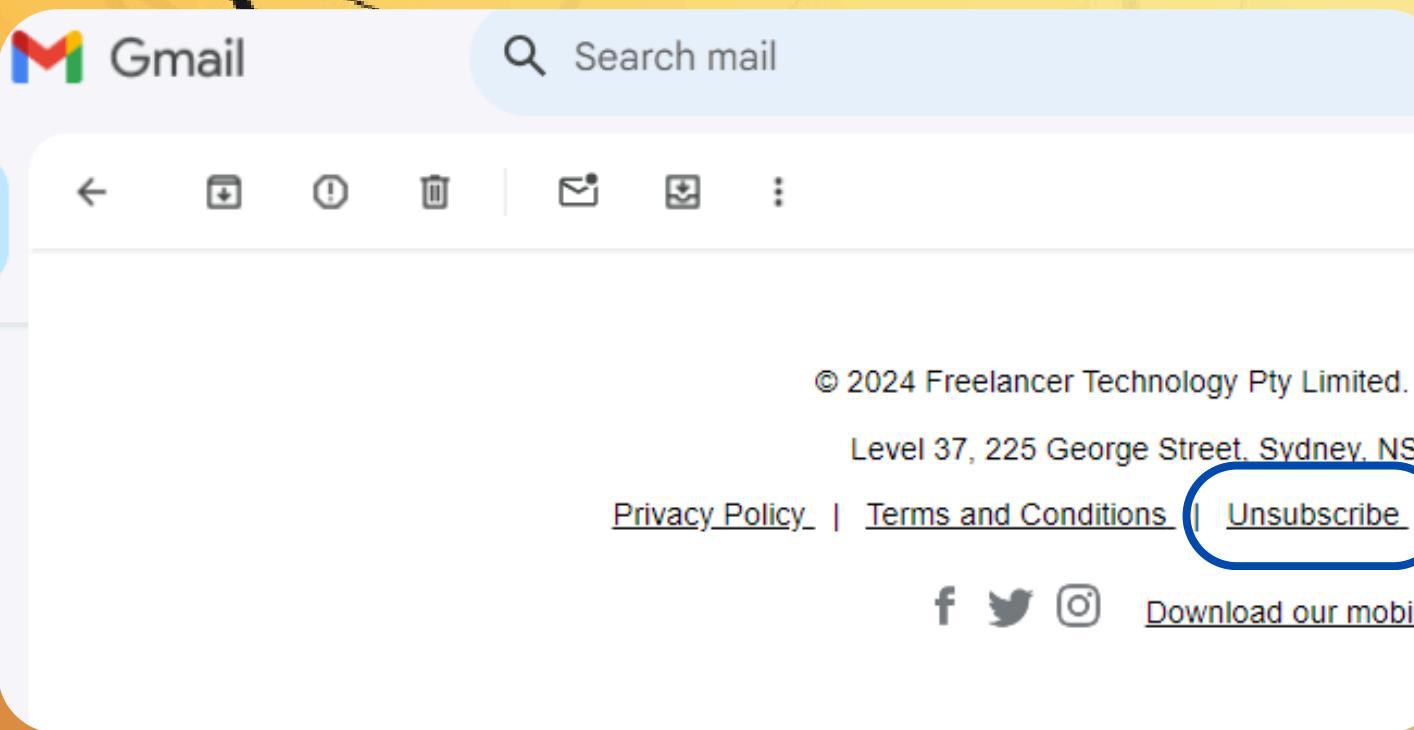
# Email management

## DELETING EMAILS

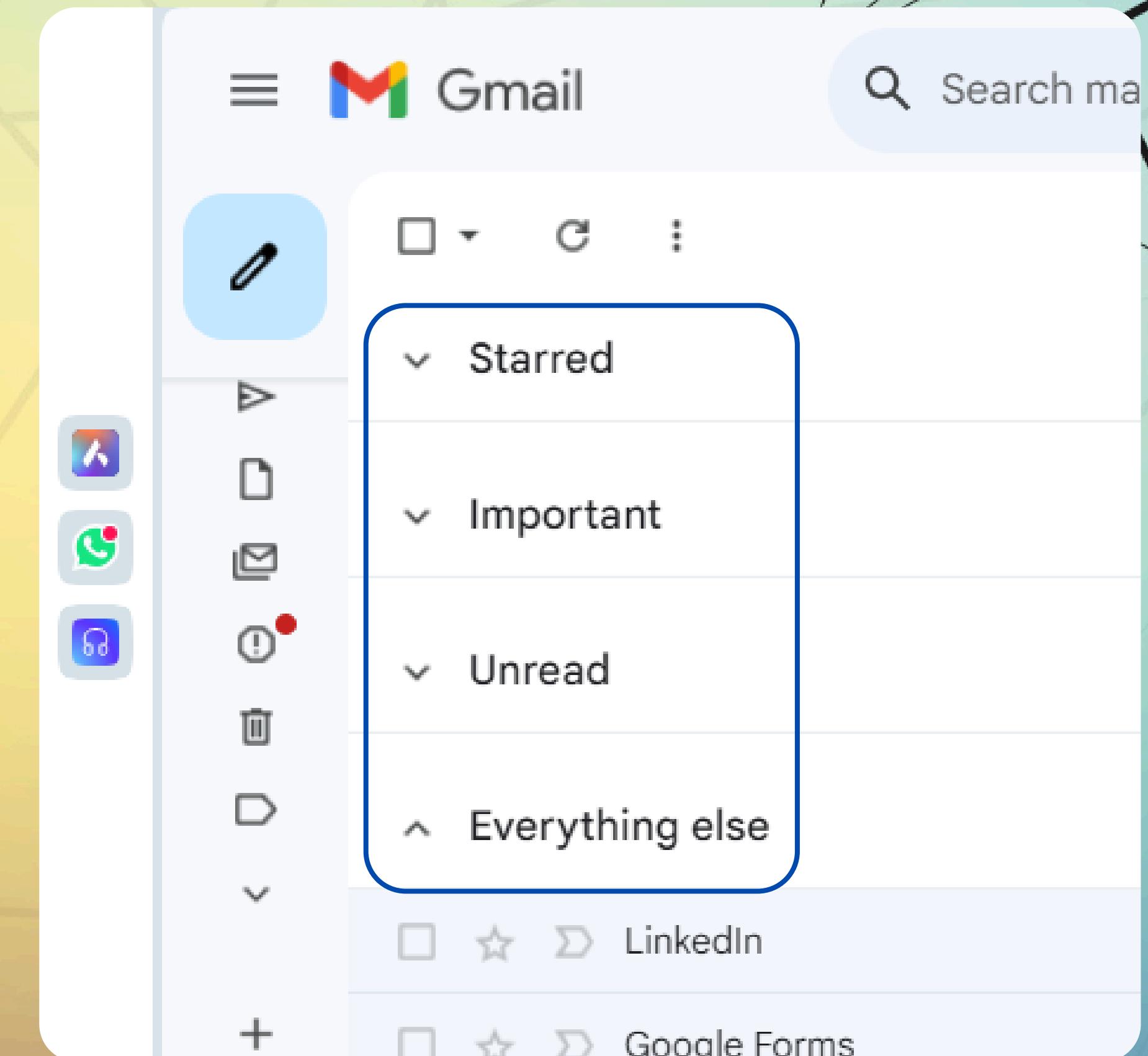


# Email management

## FILTER & UNSUBSCRIBE

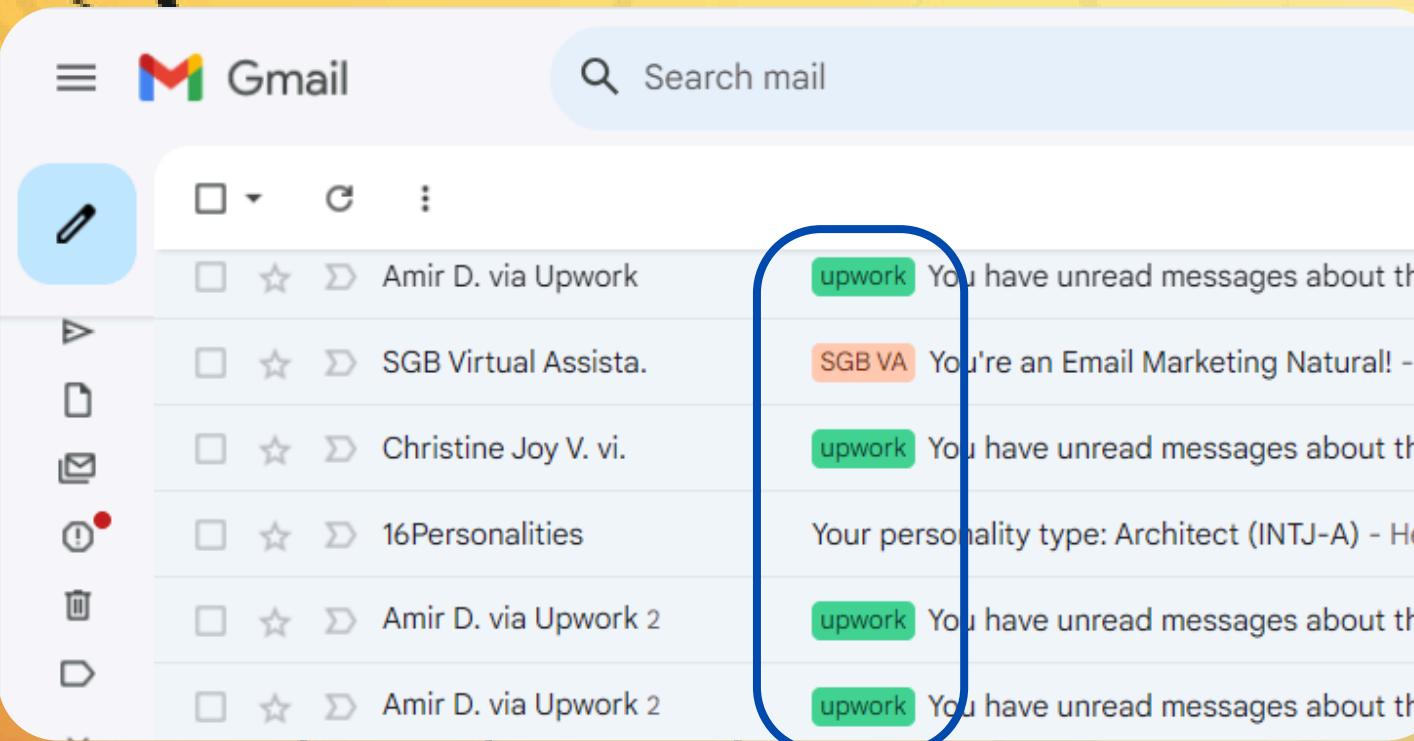


## SORTING EMAILS

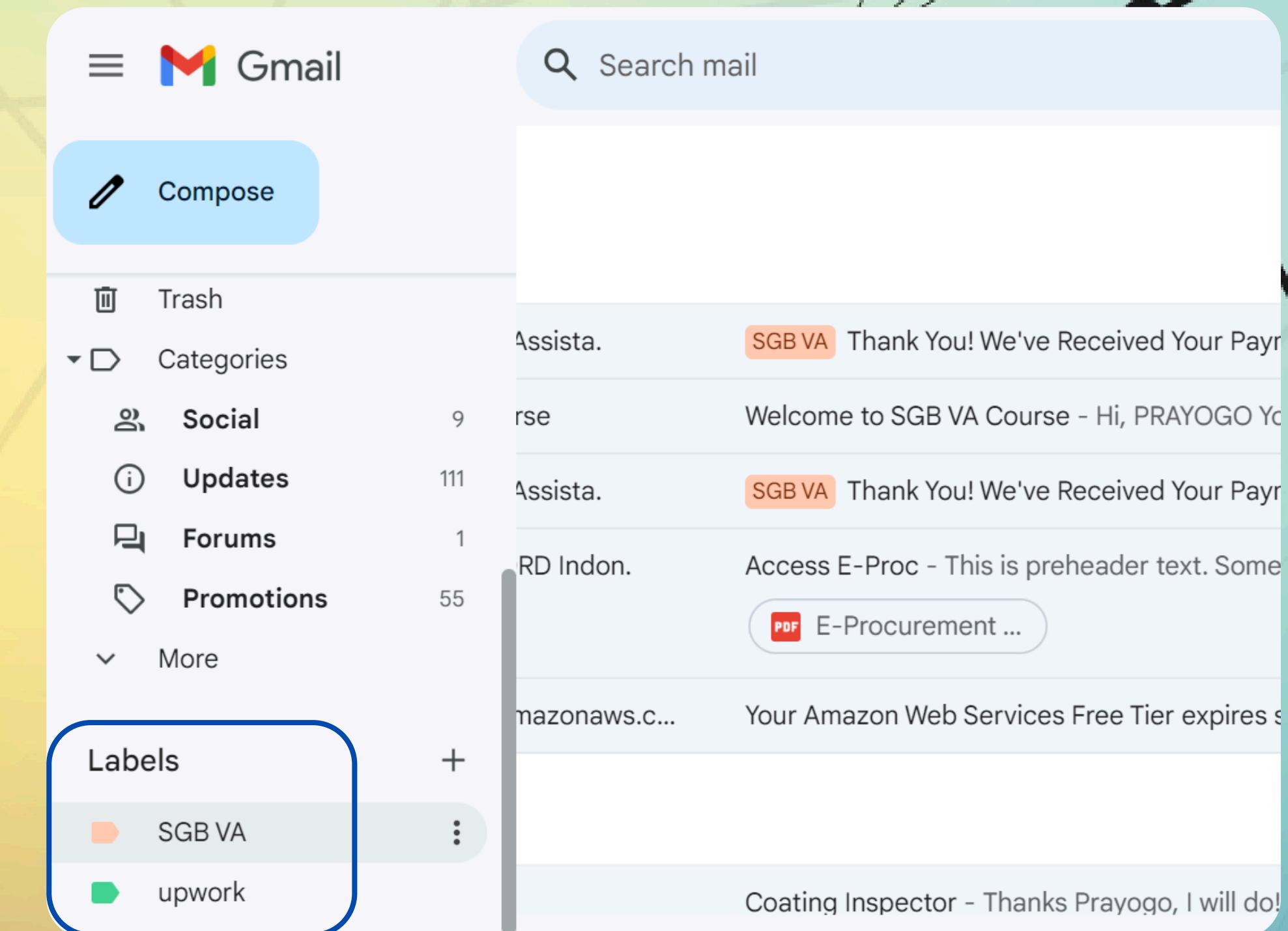


# Email management

## COLOR THE LABELS



## LABELING EMAILS



# Calendar management

- **Schedule arrangement:** I will efficiently manage your appointments, meetings, and events, ensuring your calendar is up-to-date and well-organized.
- **Reminder's setup:** I'll set up timely reminders for your upcoming events, helping you stay on top of your commitments.
- **Meeting Coordination:** If needed, I can coordinate and schedule meetings with participants, taking care of all the logistics.
- **Time Optimization:** I'll work to maximize your time by minimizing scheduling conflicts and ensuring you have a clear view of your daily, weekly, and monthly commitments.

# Calendar management

## GOOGLE CALENDAR ARRANGEMENT

The screenshot shows a Google Calendar interface for the week of October 13-17, 2024. The calendar is set to GMT+02:00 and GMT+07:00. The days of the week are labeled SUN through THU. The time axis ranges from 2 AM to 8 PM. Several events are scheduled across the days:

- Sunday, October 13:** Q&A Session: Email & Calendar Management (10am - 12pm) in green.
- Monday, October 14:** Unair 7am - 3pm (yellow), Unesa 8am - 12pm (purple).
- Tuesday, October 15:** Unair 7am - 5pm (yellow), Unesa 8am - 4pm (purple). Task 3: Create Your Email (orange box).
- Wednesday, October 16:** Unesa 8am - 2pm (purple), Unair 1 - 5pm (yellow).
- Thursday, October 17:** Unesa 8am - 4pm (purple). Task 1: Choose a Competitor A (orange box), Task 2: Do a Competitor Analysis (orange box), Karate INKAI 7 - 9pm (blue).

The sidebar on the left lists "My calendars" with checkboxes for prayogo santoso, Birthdays, Danendra, Ibrahim, Nailah, and Tasks. It also includes sections for "Search for people" and "Other calendars".

# *Calendar management*



## TOOLS I'M PROFICIENT IN

- GMail and Google Calendar.
- Other Email and Calendar software as required.

# Internet research

- **Product Research:** Identify the best products, services, or solutions by analyzing reviews, comparisons, and expert insights.

- **Travel Planning:** I will create customized travel itineraries, manage all bookings, oversee your budget, and perform detailed destination research. Additionally, I'll provide on-the-go support, offer recommendations, and address any travel issues to ensure a seamless experience.
- **Market Research:** I will collect essential market data to keep you updated on trends, competitors, and potential opportunities.
- **Content Research:** Conduct thorough research to assist with your content creation needs, including articles, blog posts, reports, and more.

# Competitor analysis

- **Pricing Strategy:** I will assess competitors' pricing approaches to assist you in positioning your offerings effectively and maximizing profit

- **Competitor Monitoring:** I will keep a continuous watch on competitor activities to ensure you stay updated on market changes and new developments.
- **Actionable Recommendations:** I will deliver practical insights and suggestions to strengthen your competitive edge, enhance market positioning, and foster business growth.
- **Product and Service Analysis:** I will evaluate your products and services against those of your competitors, emphasizing unique features and pinpointing any gaps.
- **Tailored Reports:** I will create customized reports that present findings in a clear and concise manner, aiding you in making well-informed strategic decisions.

# Competitor analysis

REVIEW ON  
CLIENT

Competitor Analysis of Real Estate Agent on Instagram - 15 October 2024

@charlotte_andco	@shanabshaw
<a href="http://charlottenco.com/">http://charlottenco.com/</a>	<a href="http://linktr.ee/shanabshaw/">http://linktr.ee/shanabshaw/</a>
<a href="https://www.instagram.com/charlotte_andco/">https://www.instagram.com/charlotte_andco/</a>	<a href="https://www.instagram.com/shanabshaw/">https://www.instagram.com/shanabshaw/</a>
Registered on Instagram since September 2015, currently having 1109 posts with latest post on Oktober 2024 (today)	Registered on Instagram since April 2012, currently having 1049 posts with latest post on Oktober 2024 (today)
Followed by 22.8K followers, mixed audience with some private accounts included	Followed by 9431 followers, mixed audience with some private accounts included
Account owner most probably still active, indicated by latest Instagram post that posted in October 2024 (today) and an active contact link.	Account owner most probably still active, indicated by latest Instagram post that posted in October 2024 (today) and an active contact link.
Property / Real Estate agent in Charlotte	Property / Real Estate agent in Charlotte and Asheville
Positive reviews on professionalism on helping customers	Positive reviews on the clear explanation given to customers
The posts are professionally designed and have clear explanations in the captions.	Posts come with clear explanatory captions.
The price range of the properties is not provided for customers to review.	The price range of the properties is not available for customers to review, and an Instagram account that combines local news updates might puzzle the customers.

# Competitor analysis

REVIEW ON  
COMPETITOR

Competitor Analysis of Real Estate Agent on Instagram – 15 October 2024

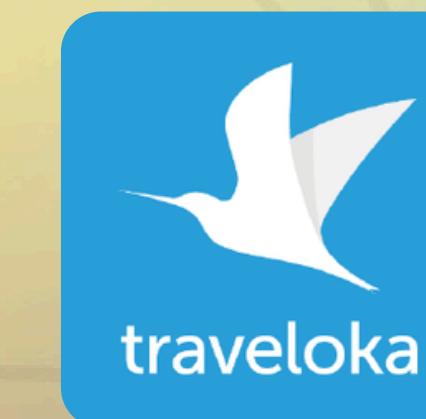
@cltlivingrealty	@charlotte_real_estate
<a href="https://charlottelivingrealty.com/">https://charlottelivingrealty.com/</a>	<a href="https://10best.usatoday.com/destinations/north-carolina/charlotte/">https://10best.usatoday.com/destinations/north-carolina/charlotte/</a>
<a href="https://www.instagram.com/cltlivingrealty/">https://www.instagram.com/cltlivingrealty/</a>	<a href="https://www.instagram.com/charlotte_real_estate/">https://www.instagram.com/charlotte_real_estate/</a>
Registered on Instagram since July 2017, currently having 6 posts with latest post on February 2019	Registered on Instagram since January 2016, currently having 6 posts with latest post on January 2016
Followed by 141 followers, mixed audience with some private accounts included	Followed by 286 followers, mixed audience with some private accounts included
Account owner most probably not active anymore in Instagram, indicated by latest Instagram post that posted in February 2019, yet the contact link can still be accessed.	Account owner most probably not active anymore, indicated by latest Instagram post that posted in January 2016, and inactive contact link.
Property / Real Estate agent in Charlotte	Property / Real Estate agent in Charlotte
Not found	Not found
Not enough data to review	Not enough data to review
Not enough data to review	Not enough data to review

*Internet  
research*

## TOOLS I'M PROFICIENT IN



Google Workspace  

Office  


- Google Workspace
- Microsoft Office
- Travel booking platforms (Traveloka, Tiket.com etc.)
- Various internet research tools and databases

*Calendar  
menegement*

# *Project management*

Developing a *Project Charter* to turn ideas into reality. With careful planning and smart thinking, I navigate project challenges to *deliver successful outcomes*. Here's how my hands-on approach leads to success.

- **Project Planning and Starting:** Setting project goals, deciding what's included, identifying who's involved, and making a timeline.
- **Task Management:** Organizing tasks, deciding what's most important, giving out responsibilities, and following progress.
- **Budget Management:** Creating, checking, and controlling the project budget, including tracking spending and predicting costs.
- **Communication Management:** Helping team members, stakeholders, and clients communicate well using different methods.
- **Quality Assurance:** Checking project results to make sure they meet quality standards and project needs.
- **Project Documentation:** Keeping records of the project, like plans, status updates, meeting notes, and other important papers.

# Project management

# UTILIZE GANTT CHART TO MANAGE THE PROJECT

# Gantt Chart

**TITLE:** Women's Day Celebration for TIP Clients  
**PROJECT MANAGER:** Preyঞ্জি সেন্টার

## **СОИРДАНТ НАМЕ:**

**CREATION DATE:** October 21st 2024

# Project management

# BUDGET MANAGEMENT

Project Income		Project Expenses		
ITEM	AMOUNT	ITEM	DUE DATE	AMOUNT
Income Source	\$11,300	Venue Booking Fee	23.12.2024	\$2,200.00
		Catering Provider Fee	23.12.2024	\$3,300.00
		Entertainment/Speakers Fee	30.1.2025	\$1,500.00
		Guest Gift Fee	5.2.2025	\$1,500.00
		Invitation Printing Fee	15.1.2025	\$300.00
		Decoration Fee	5.2.2025	\$1,000.00
				\$9,800.00

Emergency Fund		Summary
DATE	AMOUNT	TOTAL PROJECT INCOME
11.2.2025	\$1000.00	

\$11,300.00

## TOTAL PROJECT EXPENSES

\$9,800.00

TOTAL EMERGENCY FUND

\$1000,00

## CASH BALANCE

\$500

# Project management

## Project Charter

REALTOR®

7th Women's Day Celebration for VIP Clients (Scheduled on February 14th 2025)

PROJECT MANAGER: **P.** Silvana

CREATION DATE: October 19th 2024

APPROVAL DATE: October 21st 2024

### 1. Project Information

Project Name:	Women's Day Celebration for VIP Clients
Project Description:	Organize and execute a memorable Women's Day celebration for the Realtor's VIP clients in Jakarta. This event aims to honor and appreciate the achievements of women while providing a networking platform for the clients. It will also serve as an opportunity to strengthen client relationships and enhance the realtor's brand image.

### 2. Project Deliverables

Detailed Event Plan: Including budget, timeline, and tasks. (December 15, 2024 | December 15, 2024)

Confirmed Venue and Catering Contracts: Signed agreements with venue and catering vendors. (December 16, 2024 | December 23, 2024)

Guest Invitations: Sent and RSVPs tracked. (January 10, 2025 | January 15, 2025)

Event Program/Agenda: A detailed schedule of activities and speakers. (January 16, 2025 | January 30, 2025)

Decor & Setup Plan: A finalized design for event decor and setup. (January 16, 2025 | February 5, 2025)

Gifts for Guests: Prepared and ready to distribute at the event. (January 31, 2025 | February 5, 2025)

Event Day Execution: Flawless execution of all logistical elements. (February 14, 2025 | February 14, 2025)

# PROJECT CHARTER

### 3. Project Risks

Low RSVP response - Send reminder invitations and offer easy RSVP options.

Vendor delays (food, decor) - Establish clear deadlines and confirm all details in advance.

Unfavorable weather - Ensure the venue has indoor options.

Technical difficulties (AV equipment) - Test all equipment prior to the event and have backup options.

Guest dissatisfaction with food or service - Carefully vet the catering provider and check references.

### 4. Project Budget

Provide an estimated budget for the project, including breakdown for specific tasks or resources	
Total Budget	\$ 11,300
Breakdown:	
Venue Rental	\$ 2,200
Catering (Food & Drinks)	\$ 3,300
Entertainment/Speakers	\$ 1,500
Decorations	\$ 1,000
Gifts for Guests	\$ 1,500
Invitations & Printing	\$ 300
Event Promotion/Branding	\$ 500
Miscellaneous Expenses e.g., last-minute vendor expenses)	\$ 500
Contingency Fund (any unexpected costs, ensuring smooth execution)	\$ 500

# *Project management*

## TOOLS I'M PROFICIENT IN

- Project Management software: Trello
- Communication Tools: Zoom, Teams
- Collaboration Tools: Google Workspace (Docs, Sheets, Drive)



Trello



zoom



Google Workspace

