

**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."

As a passionate in email marketing, I'm focused on ***creating emails*** that ***grab attention*** and help businesses connect with their audience. I work hard to write ***clear and engaging subject*** lines and content that get people to open and click. I always keep up with the latest trends and tools to make sure my ***campaigns are effective and bring results***. I'm excited to help ***businesses grow*** through email marketing and ***build strong relationships with their customers***.

Within the next page is email newsletter and the landing page for my personal property rental business, which uses email marketing with a subscription link. However, the email tool doesn't have automation because it was created with a free account from the email marketing provider.

# Email Marketing

# Email Marketing

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



<https://katakitavilla.netlify.app/katakitavillaen>

## 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

# Email Marketing



# mailchimp

# 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.

**Continue  
next page!**

Dear Valuable Customer,

**Email  
Marketing**

**Email  
Newsletter**

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 easy access, and planning your day of exploration together. Whether you want to dive into local culture or simply relax, katakita Villa is your home away from home.

*Continue  
next page!*

# Email Marketing

# Email Newsletter

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!

Warm regards,

**The katakita Villa Team**

+628989174787

<https://katakitavilla.netlify.app/>

# Email Marketing

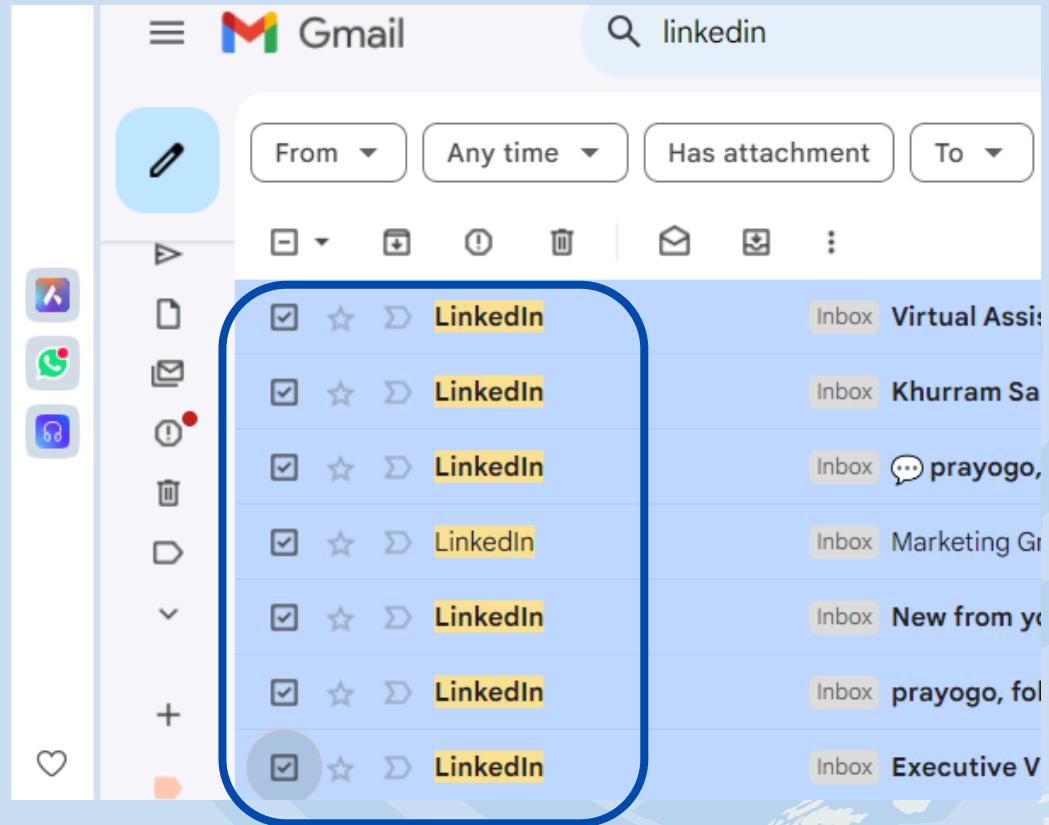
# Email Newsletter

# Main Guidelines on Email Marketing

- **Personalize the Emails:** Use the recipient's name and specific property preferences to create a more engaging and targeted experience.
- **Incorporate Clear Calls-to-Action:** Buttons like "Browse Properties," "Schedule a Viewing," or "Contact Us" should be easy to find and click
- **Maintain Consistent Branding:** Ensure your emails reflect your company's tone, logo, and color scheme for brand consistency.

## Email Marketing

# DELETING EMAILS

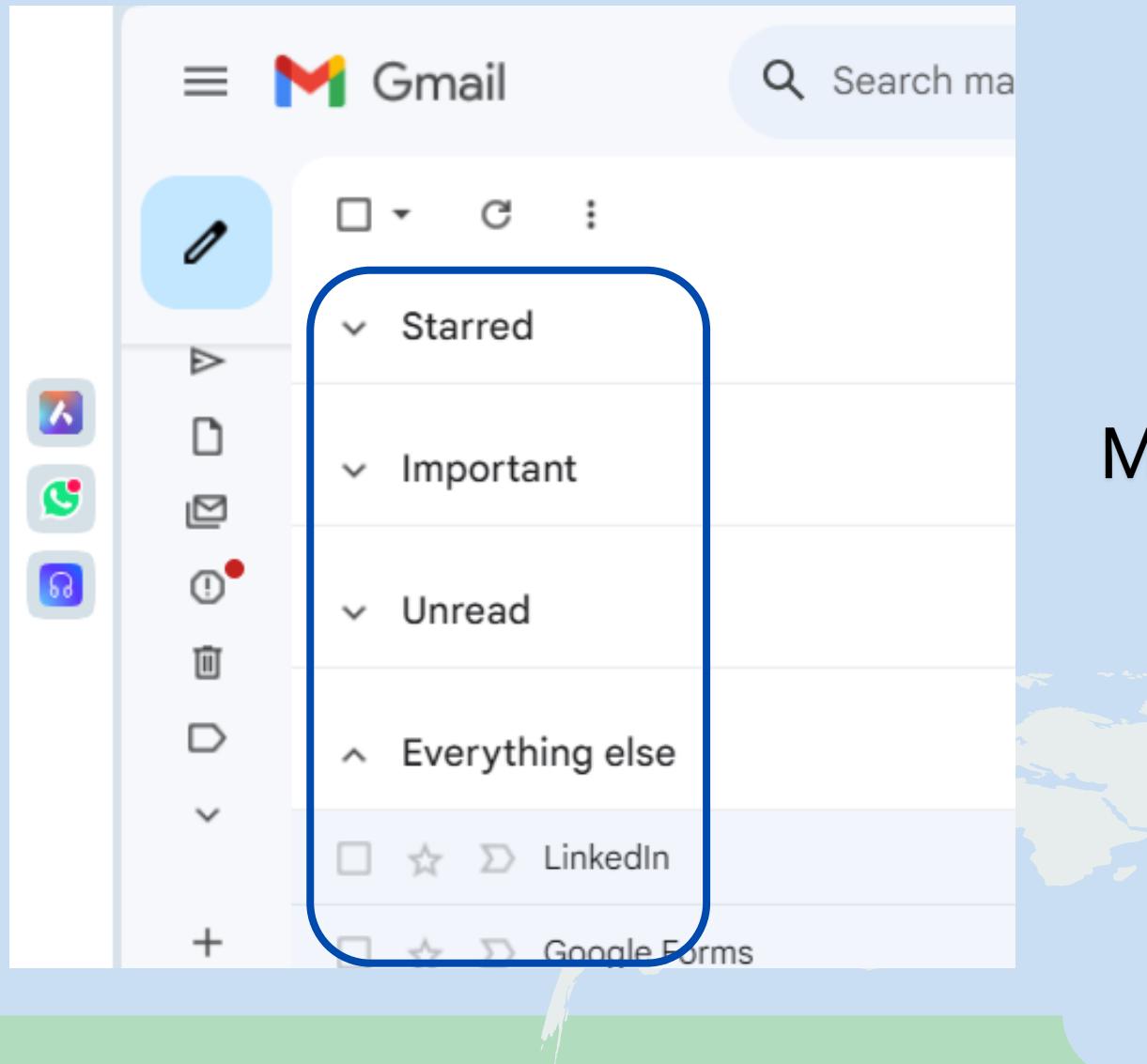


- **Filtering Emails:** I'll remove spam and unimportant emails, helping you focus on what's important.

# Email Management

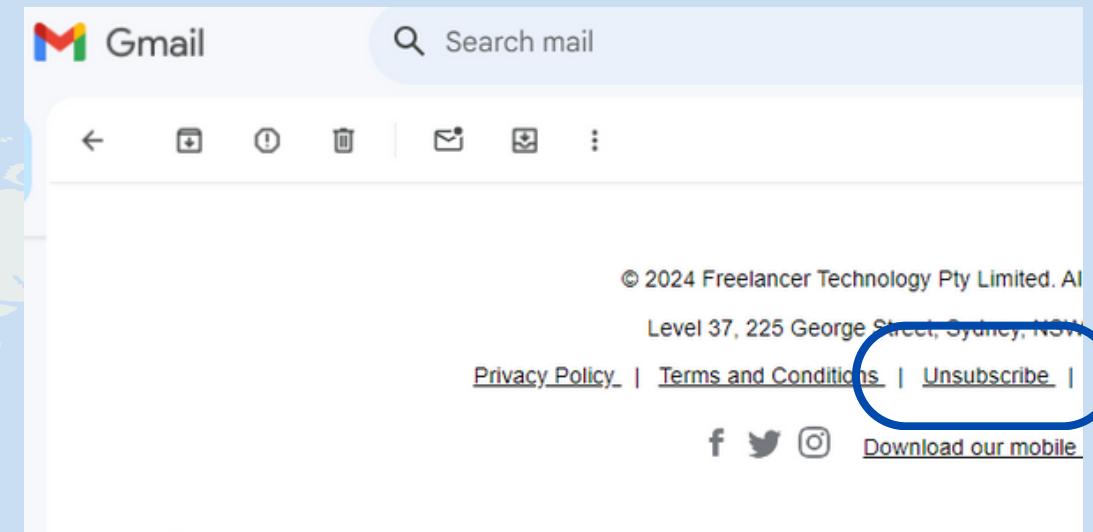
- **Organizing Your Inbox:** I will clean up your inbox by sorting, labelling, and highlighting emails so you won't miss important ones.
- **Email Folders and Storage:** I'll make folders for easy access to emails and keep an organized archive.

# SORTING EMAILS

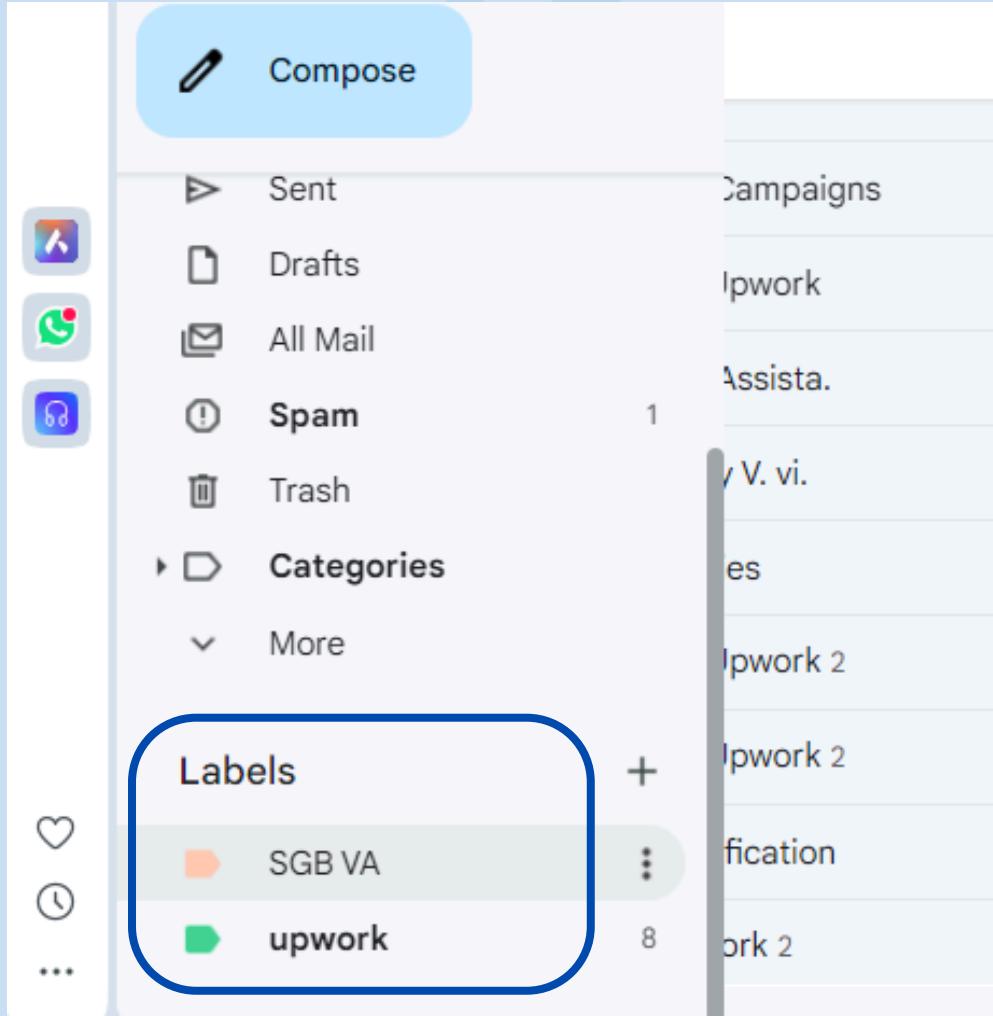


# Email Management

## MAILING LIST UNSUBSCRIBE

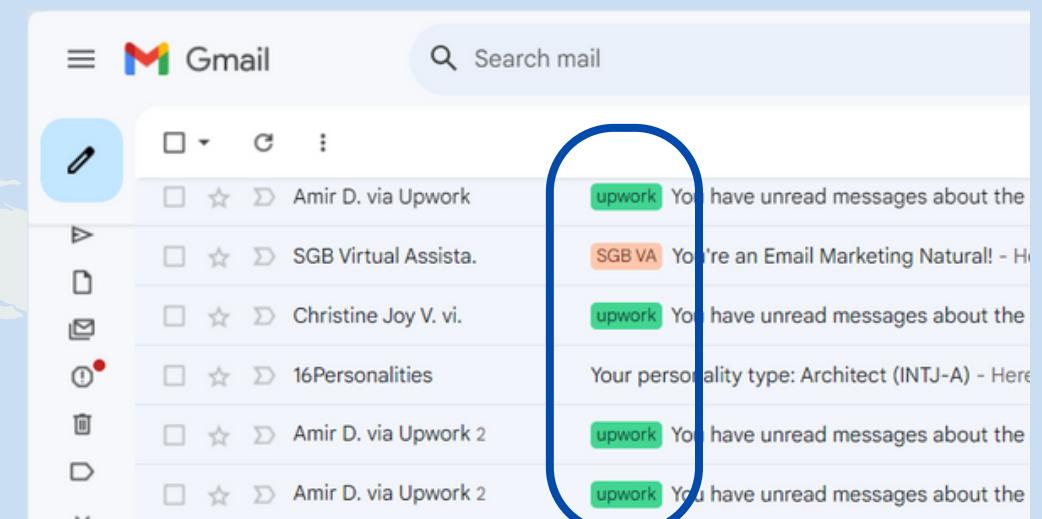


# LABELING EMAILS



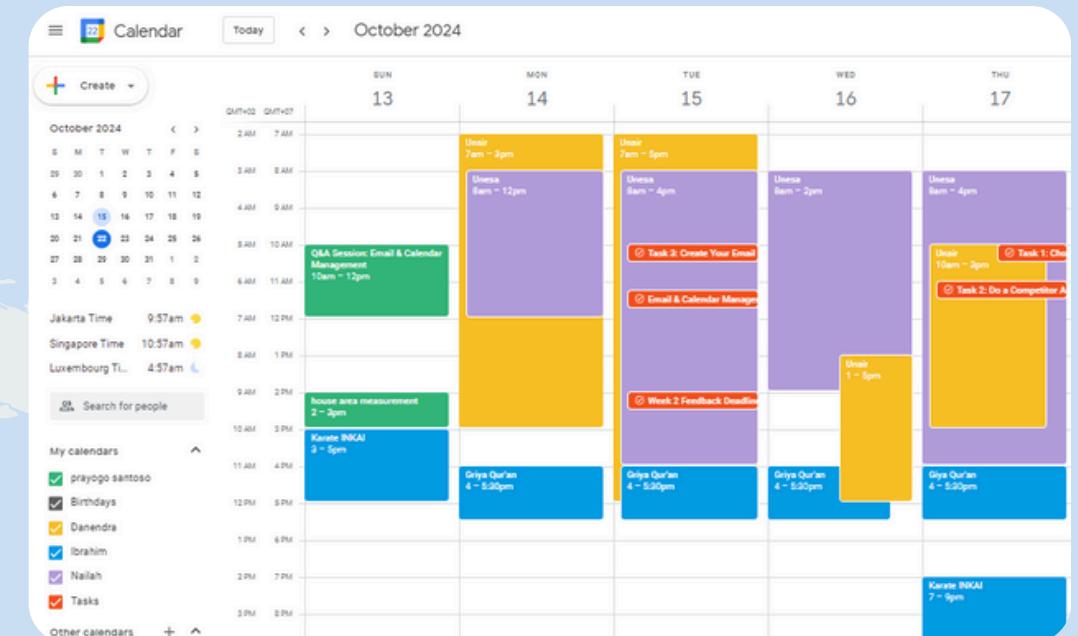
# Email Management

## COLOR THE LABELS



- 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



## TOOLS I'M PROFICIENT IN

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



## Email & Calendar Management



- **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.

# Internet Research

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

- **Pricing Strategy Evaluation:** 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

# Competitor Analysys

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 of Real Estate Agent on Instagram - 15 October 2024	
@lucasscastano	Competitors
<a href="https://lucasscastano.bhhscarolinas.com/">https://lucasscastano.bhhscarolinas.com/</a>	Website
<a href="https://www.instagram.com/lucasscastano">https://www.instagram.com/lucasscastano</a>	Social media
Registered on Instagram since September 2014, currently having 118 posts with latest post on August 2024	Summary / Account Overview
Followed by 9351 followers, mixed audience with some private accounts included	Audience from Instagram Followers
Account owner most probably still active, indicated by latest Instagram post that posted in August 2024 and an active contact link.	Account activities
Property / Real Estate agent in Charlotte	Area of Real Estate offered
Positive reviews on the familiarity approach to customers	Result of Testimonial
Post captions often spark the reader's curiosity.	Strengths
The price range of the properties is not provided for customers to review.	Weakness

# Competitor Analysis

Review on Client

# Competitor Analysis

Competitor Analysis of Real Estate Agent on Instagram - 15 October 2024	
@charlotte.andco	@shanashay
<a href="https://charlottenco.com/">https://charlottenco.com/</a>	<a href="https://linktr.ee/shanashay/">https://linktr.ee/shanashay/</a>
<a href="https://www.instagram.com/charlotte.andco/">https://www.instagram.com/charlotte.andco/</a>	<a href="https://www.instagram.com/shanashay/">https://www.instagram.com/shanashay/</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 22.3K followers, mixed audience with some private accounts included	Followed by 3431 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 costumers	Positive reviews on the clear explanation given to costumers
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 puzzled the costumers.

Review on Competitor

# Competitor Analysis

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

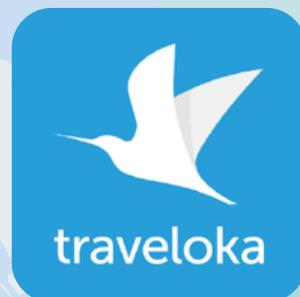
Review on Competitor

# TOOLS I'M PROFICIENT IN

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



Google Workspace



Office

Competitor  
Analisis

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 Management

- **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

TITLE: Women's Day Celebration for Project Manager		COMPANY NAME: Project Management		CREATION DATE: October 21st 2024																																											
TASK ID NUMBER	MILESTONES & TASKS	PCT OF TASK COMPLETED	WEEK 1			WEEK 2			WEEK 3			WEEK 4																																			
			December			M	T	W	R	F	M	T	W	R	F	M	T	W	R	F																											
1	<strong>Event Preparation</strong>		16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10																			
1,1	Venue Booking	100%		0.2	0.2	0.2	0.2	0.2	0.2																																						
1,2	Confirm Catering Provider	100%		0.2	0.2	0.2	0.2	0.2	0.2																																						
1,3	Confirm Gift Provider	100%																																													
1,4	Entertainment/Speakers Arrangement	100%																																													
2	<strong>Payment</strong>																																														
2,1	Venue Booking Fee	100%																	1																												
2,2	Catering Provider Fee	100%																1																													
2,3	Entertainment/Speakers Fee	100%																																													
2,4	Guest Gift Fee	100%																																													
2,5	Invitation Printing Fee	100%																																													
2,6	Decoration Fee	100%																																													
3	<strong>Event Agenda and Planning</strong>																																														
3,1	Event / Program Agenda	100%																																													
3,2	Guest Invitation / Printing	100%																																													
3,3	Event Promotion/Branding	100%																																													
3,4	Decor and Setup Plan	100%																																													
3,5	Event Execution	100%																																													
4	<strong>Closing</strong>																																														
4,1	Closing the project.	100%																																													

- 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.

# Project Management

Project Income		Project Expenses		Emergency Fund		Summary	
ITEM	AMOUNT	ITEM	DUE DATE	AMOUNT	DATE	AMOUNT	TOTAL PROJECT INCOME
Income Sourc	\$11,300	Vanue Booking Fee	23.12.2024	\$2,200.00	11.2.2025	\$1000.00	
		Catering Provider Fee	23.12.2024	\$3,300.00			\$11,300.00
		Entertainment/Speakers Fee	30.1.2025	\$1,500.00			TOTAL PROJECT EXPENSES
		Guest Gift Fee	5.2.2025	\$1,500.00			
		Invitation Printing Fee	15.1.2025	\$300.00			\$9,800.00
		Decoration Fee	5.2.2025	\$1,000.00			TOTAL EMERGENCY FUND
				\$9,800.00			\$1000.00
							CASH BALANCE
							\$500

- **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.

# Project Charter

REALTORS

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

**PROJECT MANAGER:** Prabu ~~Silwanal~~

**CREATION DATE:** October 19th 2024

**APPROVAL DATE:** October 21st 2024

## 1. Project Information

<b>Project Name:</b>	Women's Day Celebration for VIP Clients
<b>Project Description:</b>	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 Management

## Simple Project Charter Sample

# Project Management

## Simple Project Charter Sample

### 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

## TOOLS I'M PROFICIENT IN

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

## Project Management

