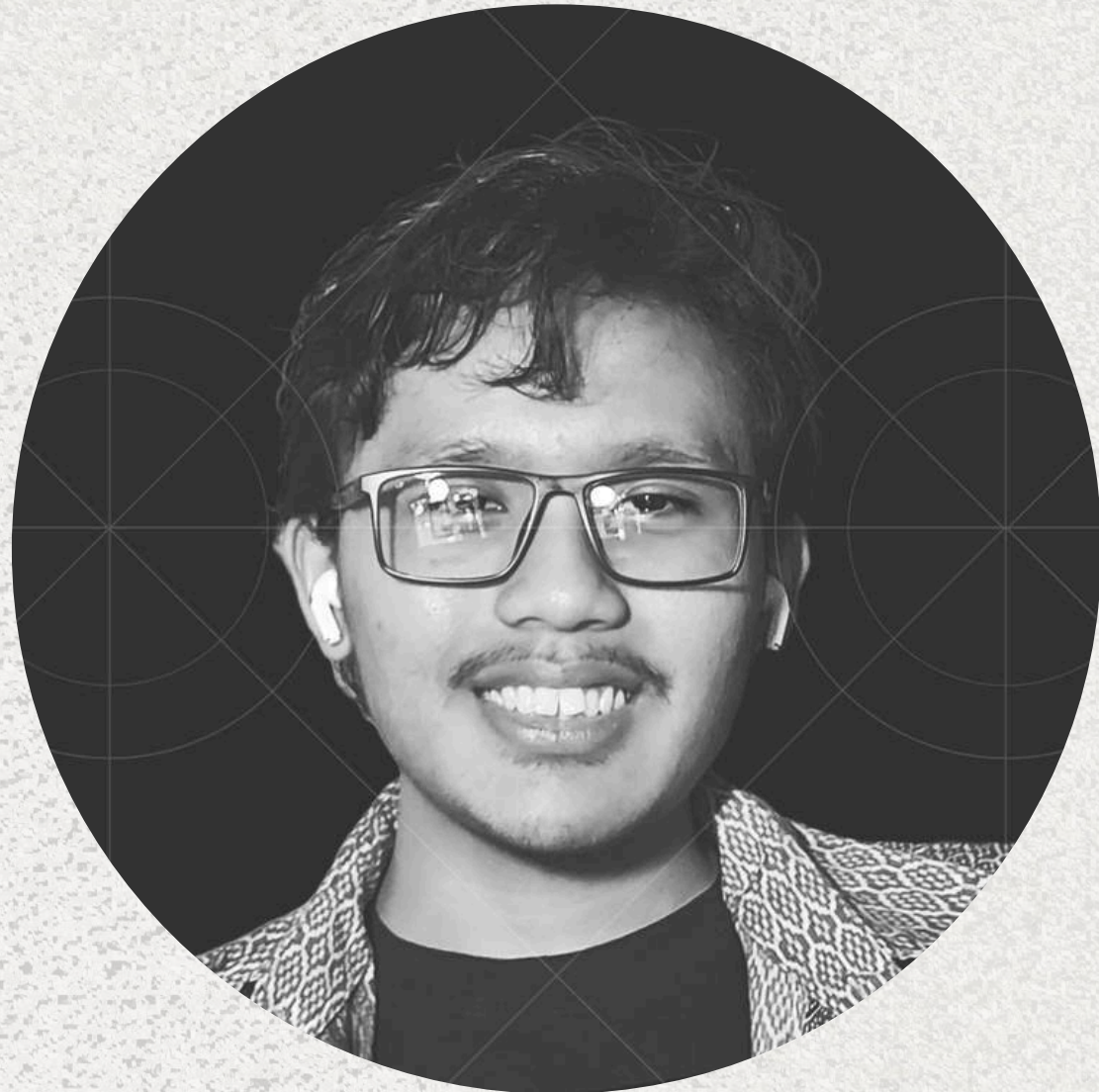


Yusril Muttaqien

VIRTUAL ASSISTANT
PORTFOLIO



idyusril@gmail.com

[linkedin.com/in/yusrmuttaqien](https://www.linkedin.com/in/yusrmuttaqien)

[instagram.com/yusr.va.flow](https://www.instagram.com/yusr.va.flow)

Hello there!

I'm Yusril Muttaqien, a dedicated and passionate Web Developer. I've built everything from landing pages to complex dashboard interfaces. As time goes on I'm leaning more into other digital products but still retain my roots in web development.

Now, I'm transitioning to a digital nomad lifestyle, offering support as virtual in digital creation and administrative tasks. I still specialize in web creation with an addition in UI/UX design, leveraging my experience to enhance your visibility through engaging interactions.

With that said, I'm dedicated to improving digital experiences and would love for you to be part of the journey too!

Portfolio Rundown

See what's available in this portfolio

1.

**EMAIL & CALENDAR
MANAGEMENT**

2.

COMPETITOR ANALYSIS

3

EMAIL MARKETING



What is email & calendar management?

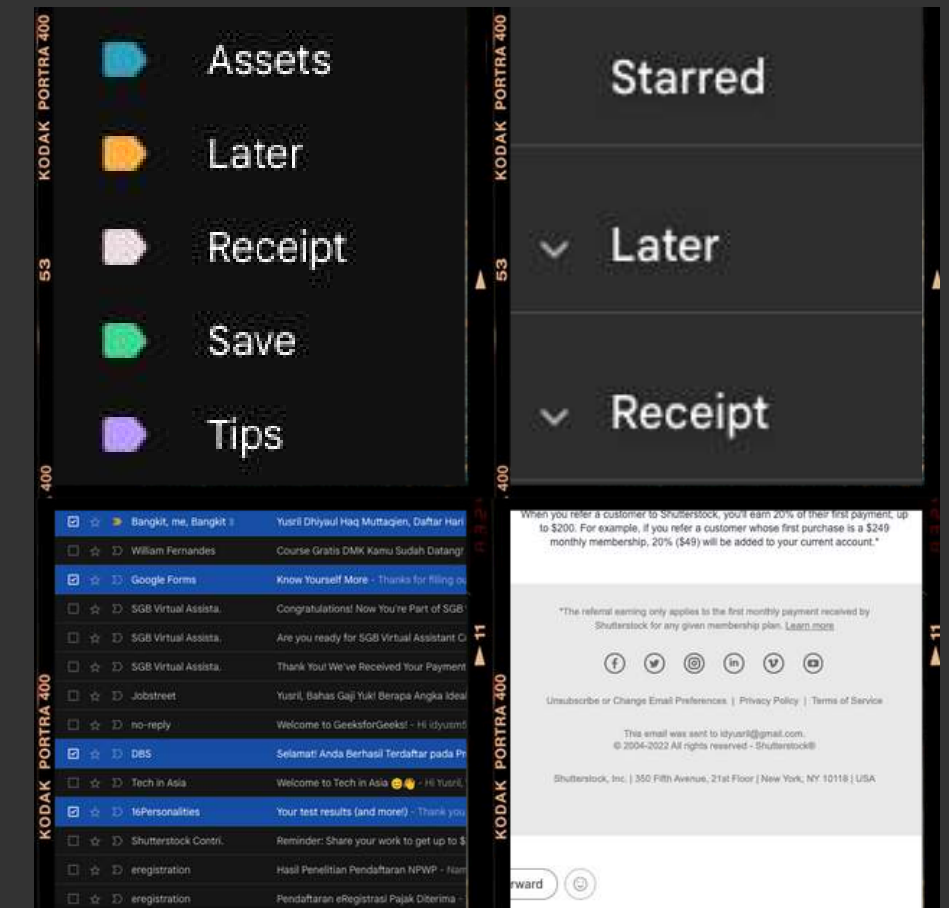
Email and calendar management streamline your inbox and schedule for productivity and stress reduction. It includes sorting emails, filtering spam, scheduling appointments, setting reminders, and coordinating meetings. Tools like Gmail and Google Calendar help keep you organized and efficient, vital for effective communication and time management.

Email Management [1]

Email management is the process of organizing, prioritizing, and maintaining your email inbox to ensure that you can efficiently handle your correspondence.

INBOX ORGANIZATION

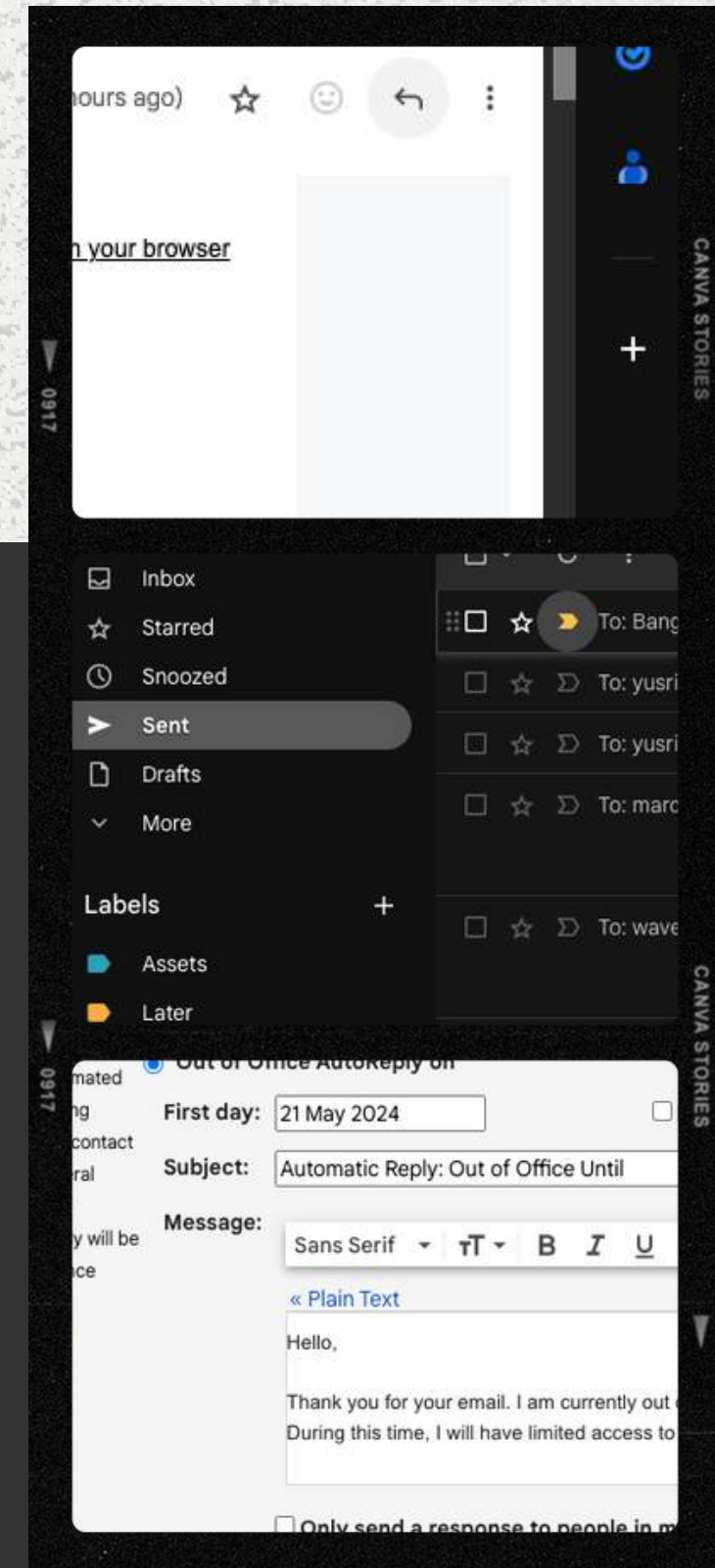
- **Labeling and Prioritizing:** Label and color-code emails for quick identification and prioritization.
- **Unsubscribing from Unnecessary Lists:** Unsubscribe from irrelevant mailing lists, reducing clutter and focusing your attention on important messages.
- **Setting Up Sorting Rules:** Create sorting rules to automatically organize incoming emails into designated folders, saving you time and effort.
- **Managing Archived Emails:** Maintain an organized archive of old emails, ease important information is access without overwhelming your main inbox. Plus, discover interesting and valuable content from forgotten emails.



Email Management [2]

EMAIL DELEGATION

- **Email Responses and Follow-Up:** Handle email responses and follow-ups promptly and professionally, ensuring that important messages receive timely attention.
- **Auto Responses Setup:** Additionally, I set up auto-responses to acknowledge receipt of emails and inform senders of expected response times or alternative points of contact when necessary.



Calendar Management

31

→ SCHEDULING APPOINTMENTS & MEETINGS

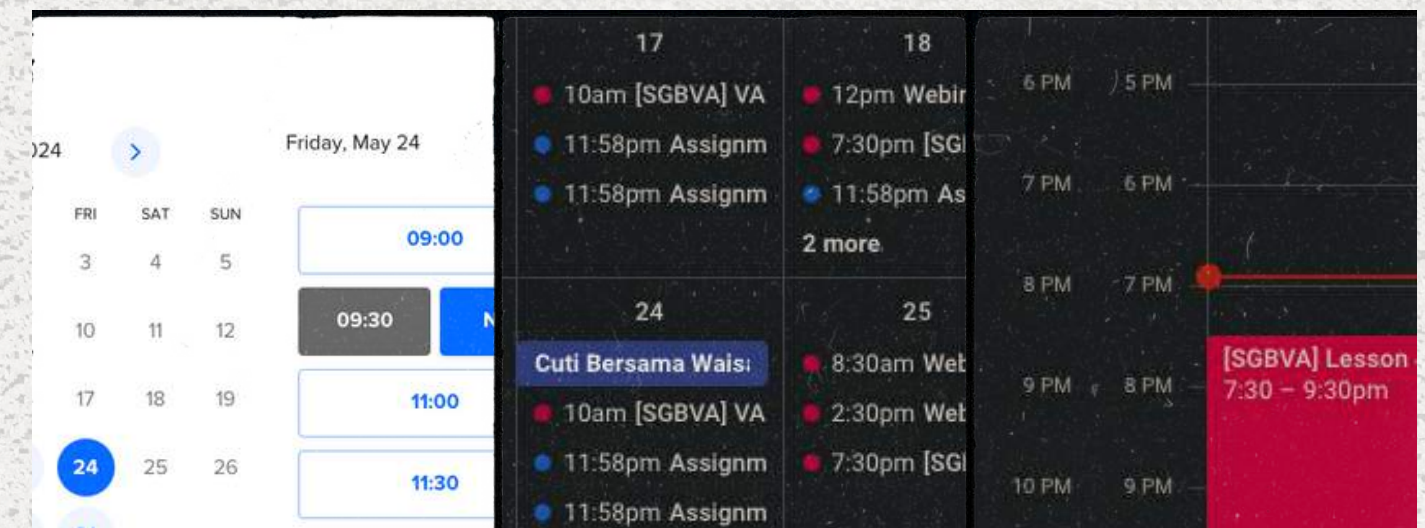
Schedule appointments, meetings, and events using tools like Google Calendar and Calendly, ensuring your calendar is up-to-date and well-organized.

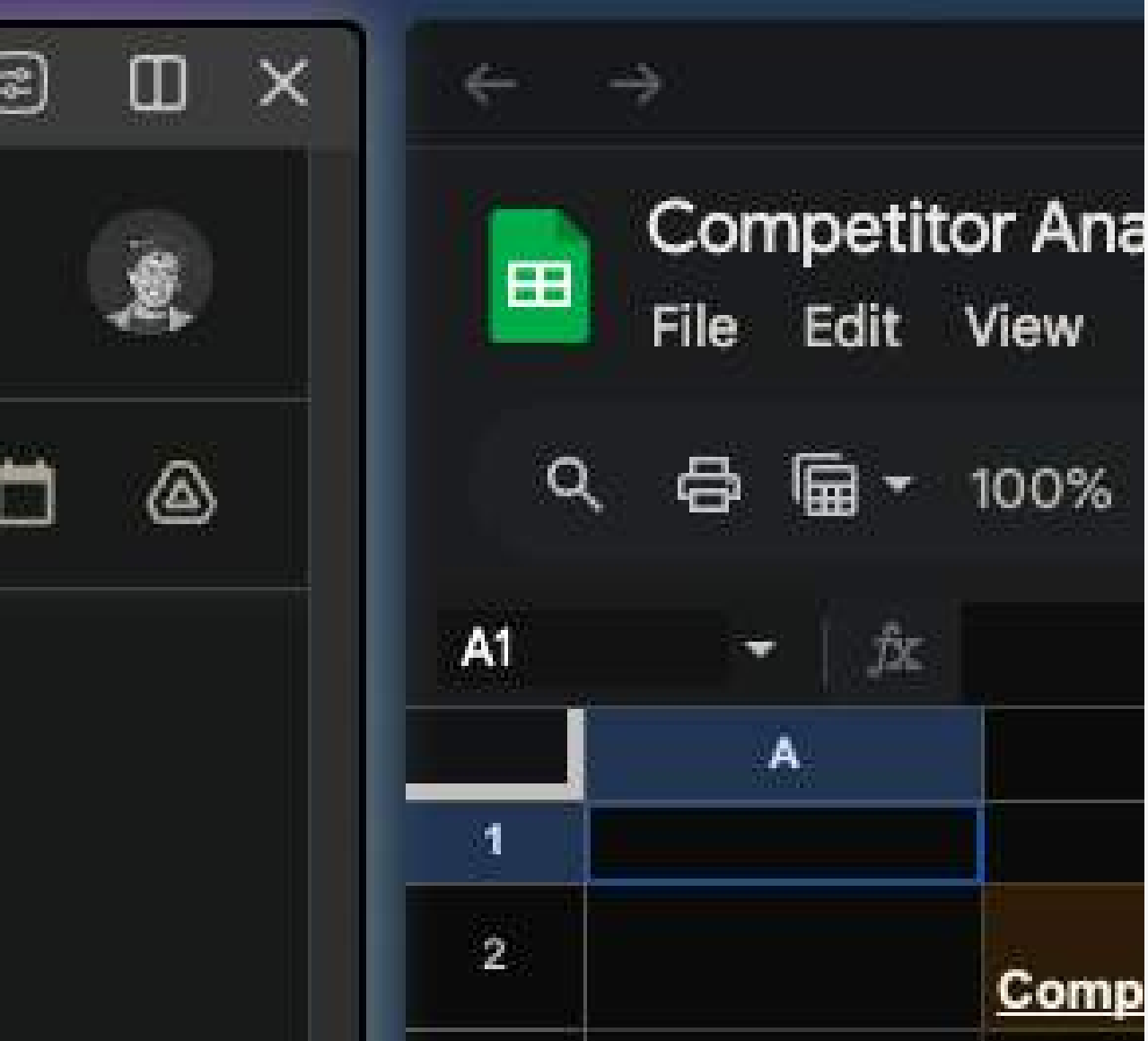
→ SETTING UP REMINDERS

Configure timely reminders for upcoming meetings, deadlines, and tasks to help you stay on track.

→ TIME BLOCKING

Implement time-blocking techniques to allocate specific time slots for different tasks, ensuring focused and productive work periods.





What is Competitor Analysis?



Competitor analysis is like taking a peek at your rivals' playbooks. It involves researching their strengths, weaknesses, what products they offer, and how they market themselves. This intel helps you identify opportunities, benchmark your performance, and develop winning strategies to stand out from the crowd.

Competitor analysis

B	C	D	E	F	G																																
Competitor Analysis																																					
Competitors	Bloom & Blossom (Client)	Outerbloom (Competitor 1)	Three Bouquets (Competitor 2)	La Madame (Competitor 3)																																	
Website	N/A	https://outerbloom.com/	https://threebouquets.com/	https://madameflorist.com/																																	
Social Media	Facebook: https://www.facebook.com/mybloomandblossom/ Instagram: https://www.instagram.com/bloomandblossom	X: https://twitter.com/outerbloom Facebook: https://www.facebook.com/outerbloom/ Instagram: https://www.instagram.com/outerbloom YouTube: https://www.youtube.com/channel/UCSxRXcJS9JeYxRnq-m7MPYQ	Instagram: https://www.instagram.com/threebouquets Facebook: https://www.facebook.com/ThreeBouquets/	Facebook: https://www.facebook.com/profile.php?id=100044608771526 Instagram: https://www.instagram.com/madameflorist/																																	
Summary about competitor	This up-and-coming home decor store is winning over local customers with its curated selection of trendy home goods like faux plants, tables, vases, and more. Though online pricing isn't available yet, reviews suggest items start around IDR 125,000. They cater to a individual customer and boast rave reviews for their in-store experience, including delivery and the ability to customize products. However, their online presence needs work. They're missing a chance to reach a wider audience by lacking clear product categories, pricing information, and a professional brand image.	Outerbloom cater to a broad audience, offering luxurious and unique floral arrangements, gifts, cakes, and hampers for personal		La Madame Florist, a well-established Jakarta flower shop with a recent expansion to Bali, offers a vast selection of bouquets, boxes, baskets, and gifts for any life event. They aim																																	
Product/service description	An up and coming aesthetic store that focuses on bringing the most sought after products in the home decoration industry, such as artificial flowers, leaves, trees, tabletops, vases, and miscellaneous accessories. (by owner on Google page)	throughout Indonesia. (by owner on Google page)	arrangements at the same time. (by owner on Google page)	ones on the island. (summarized from the website page)																																	
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(based on Google reviews)</td> </tr> <tr> <td>Strength</td> <td> <ul style="list-style-type: none"> - Provide much more than bouquet, such as home decorations - Even with small online audience, all of them is looks organic and positive - Offers delivery and customizable products - Excellent in-store experience </td> <td> <ul style="list-style-type: none"> - Luxurious theme is well established in all online platform - Provide diverse categories including cakes and hampers - Responsive CS in online establishment - Delivery across the country - Clear service and pricing plan </td> <td> <ul style="list-style-type: none"> - Media social pages are lively and balanced between products and other posts (other topics related to bouquets) - Provide hampers order alongside bouquet </td> <td> <ul style="list-style-type: none"> - Professional brand look - Unique bouquet styles - Clear in-store photo for offline visit </td> </tr> <tr> <td>Weakness</td> <td> <ul style="list-style-type: none"> - Lack strong online presence - Online customer missing key information such as categories & prices - Lack of professionalism/brand look on posts </td> <td> <ul style="list-style-type: none"> - Online presence way to focused on products </td> <td> <ul style="list-style-type: none"> - Starting price is quite expensive - Delivery range only Jabodetabek </td> <td> <ul style="list-style-type: none"> - Starting price is quite expensive - Lack push of customizable bouquet sell - Less than good customer service </td> </tr> <tr> <td colspan="6"> Summaries: Examining other florists in Jakarta can provide valuable insights for Bloom & Blossom's improvement. 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ACTIONABLE INSIGHTS

Discover competitors' strengths and weaknesses, helps identify opportunities to gain competitive edge



INFORMED DECISION-MAKING

Make timely and precise decision based on market condition



BENCHMARKING

Visualize business current position in the market, realizing area of improvement for better brand messaging and targeting right audience



STRATEGIC ROADMAPS

Based on analysis, we can build a strategic roadmaps based on actionable insights transform it to actionable steps

Email Marketing

Transform inbox into sales powerhouse with targeted email

Email marketing is a digital marketing strategy that involves sending emails to prospects and customers to promote products, share news, and build relationships. It's a powerful tool for businesses to reach their audience directly, providing personalized content and calls to action that drive engagement and conversions.



mailchimp

[ActiveCampaign >](#)

Email Marketing [1]

Here is a list of activity in email marketing

USER RESEARCH

Initiate a detailed discussion about your business goals, audience, and type of content. Followed by research in the industry

BUILD A STRATEGY

Define measurable goals (Conversion, traffic increase, etc). Set segmentation for a better-targeted audience, and create a content calendar.

CREATING CAMPAIGN

Email campaigns can be transactional (notification), relational (gives values, enhances relationships), and promotional (promote your product!)

Email Marketing [2]

QUALITY & A/B TESTING

Ensure responsibility and testing different campaigns and contents such as subject lines, body copy, and call to actions

A SAMPLE →

MONITORING

Measure KPIs and metrics for future improvements

Subject: Conquer Anxiety and Overthinking – Discover the Life-Changing Benefits of Therapy!

HAPPY HEADSPACE

Therapy

Hey there! Feeling like your brain's a hamster on a never-ending worry wheel?



But fear not! Therapy can be your new friend in silencing that inner worry. Think of it as a mental fitness bootcamp. A therapist can teach you some cool skills, such as **CBT (Cognitive Behavioral Therapy)**.

So, what's CBT? **It's a technique that helps you identify and challenge those negative thought spirals that fuel your anxiety and overthinking. You'll learn to replace them with more realistic and empowering thoughts.**

The outcome? **Less stress, better sleep**, and finally feeling like you're you're in control of your own mind. Plus, tons of Gen Z and young adults are discovering other therapy's awesome benefits. Don't believe us? Check out their stories on our [website!](#)

TALK TO US

@happy.headspace
+76 209 1092 4095
happy@headspace.com

[mailing settings](#) | [unsubscribe](#)

Ready to take the first step towards a calmer, more balanced life?

Discover how therapy can help you conquer anxiety and overthinking.

Don't wait!

**Let's arrange
and streamline
your digital life.
Together!**

Let's talk!

idyusril@gmail.com

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