

DIAS ARDINI

portfolio



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INTRODUCTION

Bismillah... Assalamualaikum Warrahmatullahi Wabarakatuh

Welcome to my professional portfolio, where the art of persuasive copywriting meets the precision of efficient administration.

I am Dias, a committed professional with expertise in crafting impactful narratives and executing administrative processes that enhance engagement, strengthen brand presence and optimize operational efficiency.



ABOUT ME

With over 20 years of professional experience in administration and marketing, I have developed strong expertise in creating tailored content that resonates with target audiences while ensuring seamless and efficient business operations.

My combined background in business administration and marketing, allows me to bridge the gap between compelling copywriting and effective marketing strategies, delivering messages that not only engage but also drive results.

What I offer

This portfolio presents a curated selection of projects that demonstrate my combined expertise in niche copywriting, administrative management, and lead generation.

From crafting persuasive marketing content to overseeing critical administrative functions, each work reflects my dedication to delivering quality, driving engagement and achieving measurable results.



My essential contribution



Copywriting :

Creating engaging content that technical structure and creative expression to capture attention and inspire action, with the goal of encouraging the target audience to explore the product portfolio.

Business Administration :

Handling daily office administration, scheduling and coordinating meetings or events and managing documents. In marketing, I conducted market research to understand trends and customer needs, managed branding to build a strong brand image, and carried out lead generation activities — all aimed at driving sales and revenue growth.



MY SERVICES



COPY WRITING

The skill of writing persuasive text to promote products, services, ideas, or brands and encourage the audience to take action or engage.



ADMINISTRATION TASKS

the tasks ensure that business processes run smoothly and efficiently to support the overall goals of the business.



COPY WRITING

Copywriting is a vital element of effective marketing and communication strategies.

It merges creativity with strategic intent to craft messages that not only inform but also inspire action, making it an indispensable skill in businesses.

SAMPLE OF COPYWRITING

AUTO REPLY FOR WELCOMING
GREET

Bismillah ...

Assalamualaikum

**Welcome to Metime Fresh!
“Easy Healthy” Family’s Choice**

**Thank you for reaching us out.
We are very happy to serve you
by offering a variety of healthy,
plant-based beverages to keep
you refreshed and energized.**

How can we assist you today?

Please choose an option below :
1) View Our Product Range
2) Make an Order
3) Customer Services

**Just reply with the number
corresponding to your choice
and we’ll assist you promptly!
Metime Fresh team**

SAMPLE OF COPYWRITING

AUTO REPLY FOR BREASTFEEDING
PACKAGE'S OFFER

Thank you for reaching out to Metime Fresh! 🌱

We offer a variety of plant-based beverages designed to support breastfeeding.

Please see our available options below and let us know which package you'd like to choose:

1. Almond Original - Our classic almond milk, rich in essential nutrients and perfect for a refreshing and healthy boost.
2. Almond Dates - A delicious blend of almond milk and dates, providing natural sweetness and additional vitamins.
3. Almond Moringa - Combines the goodness of almonds with nutrient-dense moringa, known for its health benefits.
4. Soya Original - Pure soya milk, packed with protein and ideal for a nutritious diet.
5. Soya Moringa - A unique blend of soya milk and moringa, offering a powerful nutritional punch.
6. Soya Fenugreek - Infused with fenugreek, this soya milk variant supports lactation and overall well-being.

To select your package, please reply with the number(s) corresponding to your preferred variant(s).

For example, reply with "1, 3" for Almond Original and Almond Moringa.

If you have any questions or need further assistance, feel free to ask! Warm regards,
Metime Fresh Team

SAMPLE OF COPYWRITING

PERSUASIVE EMAIL

By chat message :

Dear Sir, good morning. Hope you're doing well. Apology if I have to remind gently for : 1) the artwork approval which I sent to you a week ago during our weekly meeting. Based on timeline, it should have been published in the IG account by yesterday. Any comment please feel free to let me know 2) as we noticed that within this month there are few public holidays which impacts to decrease effective working days as agreed in my contract agreement. I would take myself compensation, either deduct according to the actual number of working days to my upcoming salary or extend my working hours in the next month only. Appreciated if we could meet up tomorrow at your convenience to discuss further. look forward to hearing you Thank you

New message

← → ↺ 🔍 ☆ ☰

To... client@gmail.com

Subject... Outstanding Issues

By email message :

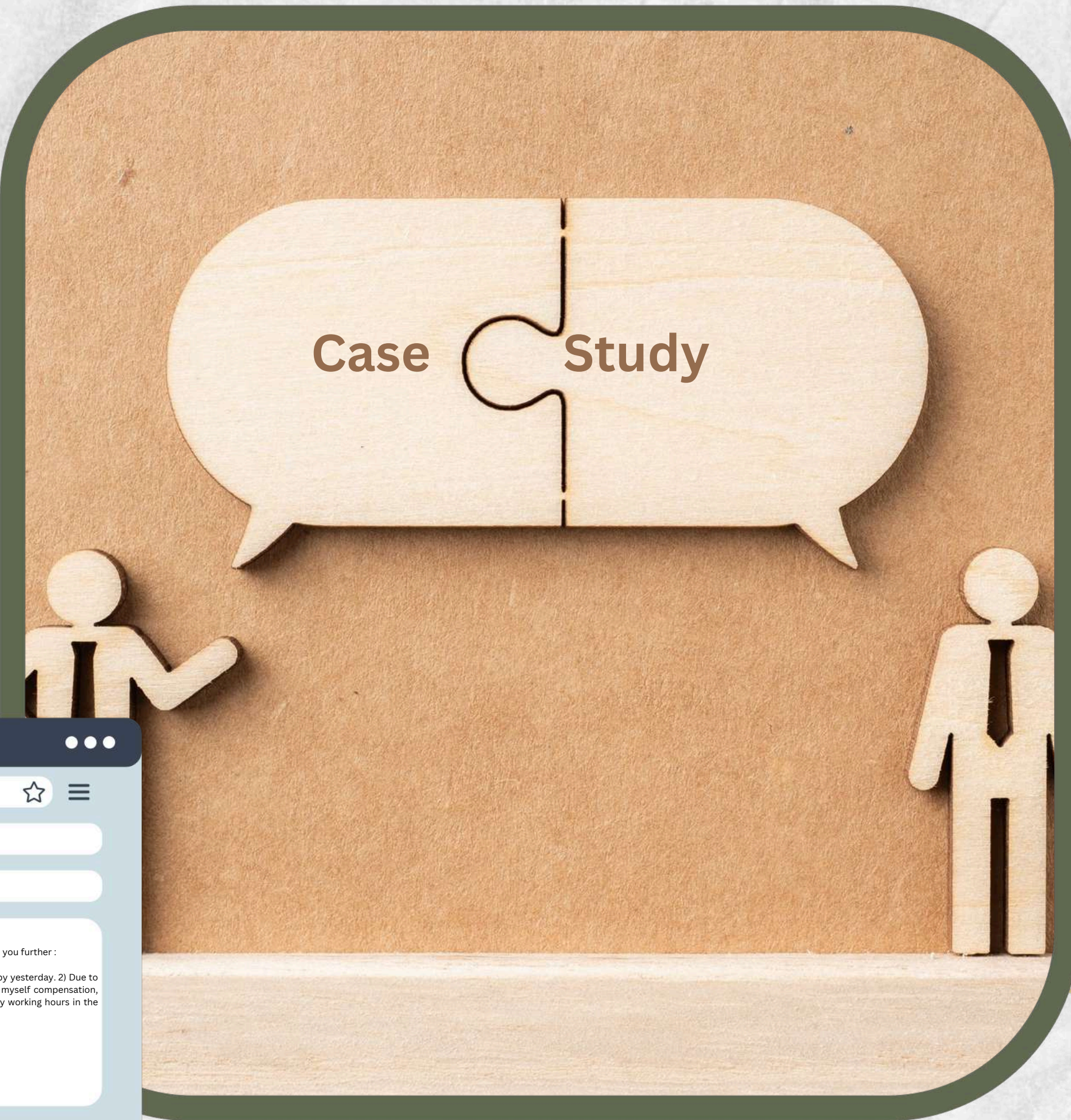
Dear Sir, good morning.
Hope you're doing well. I am sending you this email concerning the issues which need to discuss with you further :

1) The artwork approval Based on agreed timeline, it should have been published in the IG account by yesterday. 2) Due to few public holidays in this month which impacts to decrease effective working days, I would take myself compensation, either deduct according to the actual number of working days to my upcoming salary or extend my working hours in the next month only.

Appreciated if we could meet up and discuss further in the ext weekly meeting at your convenience.

look forward to hearing you
Thank you

SEND





ADMINISTRATION TASKS

These are activities that support the smooth and efficient operation of an organization.

They ensure that business processes run seamlessly, resources are managed effectively, and employees receive the support they need to perform their roles successfully.

DATA PROCESSING

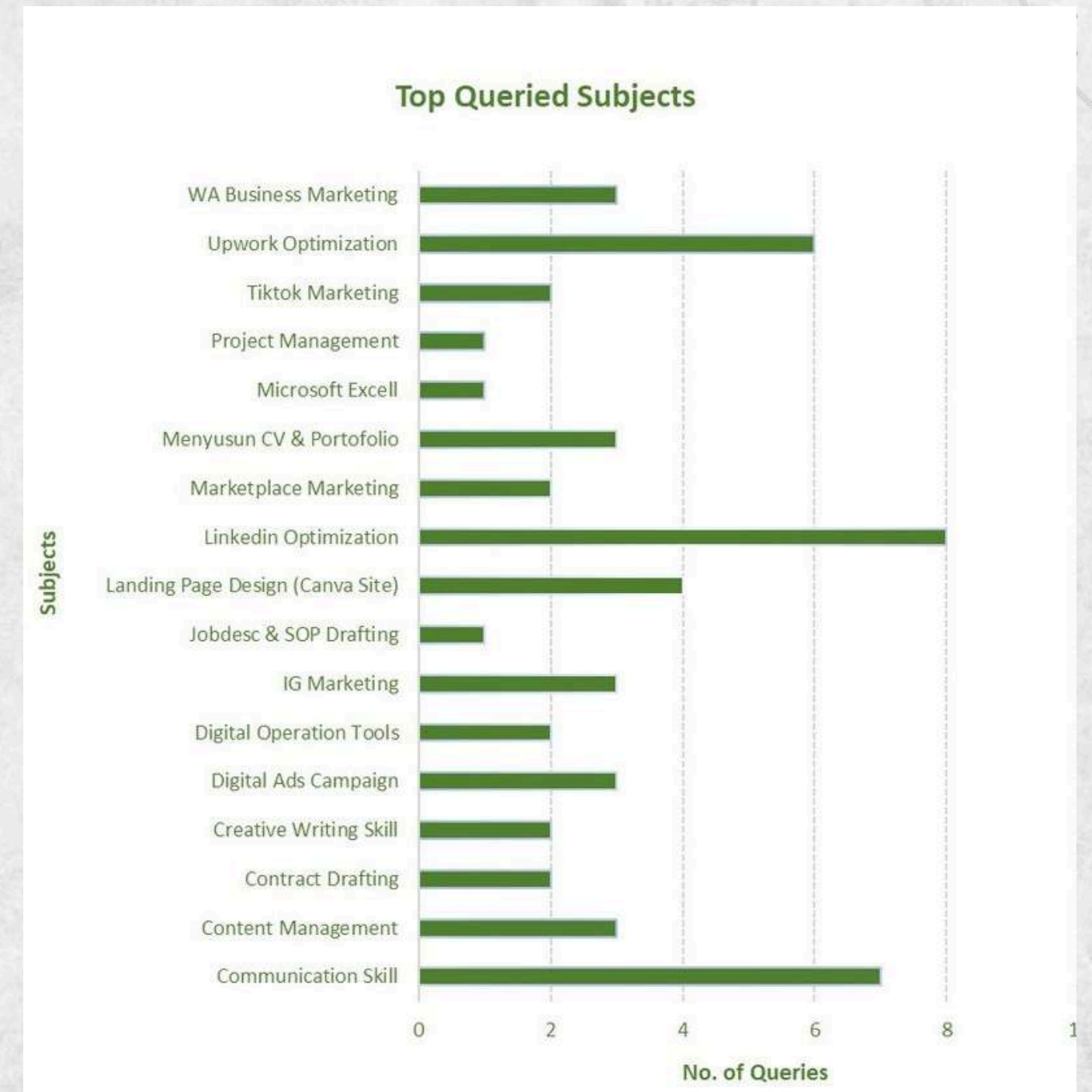
Data processing is a systematic approach involving the collection, transformation, and analysis of data to derive meaningful insights.

The results are as follows:



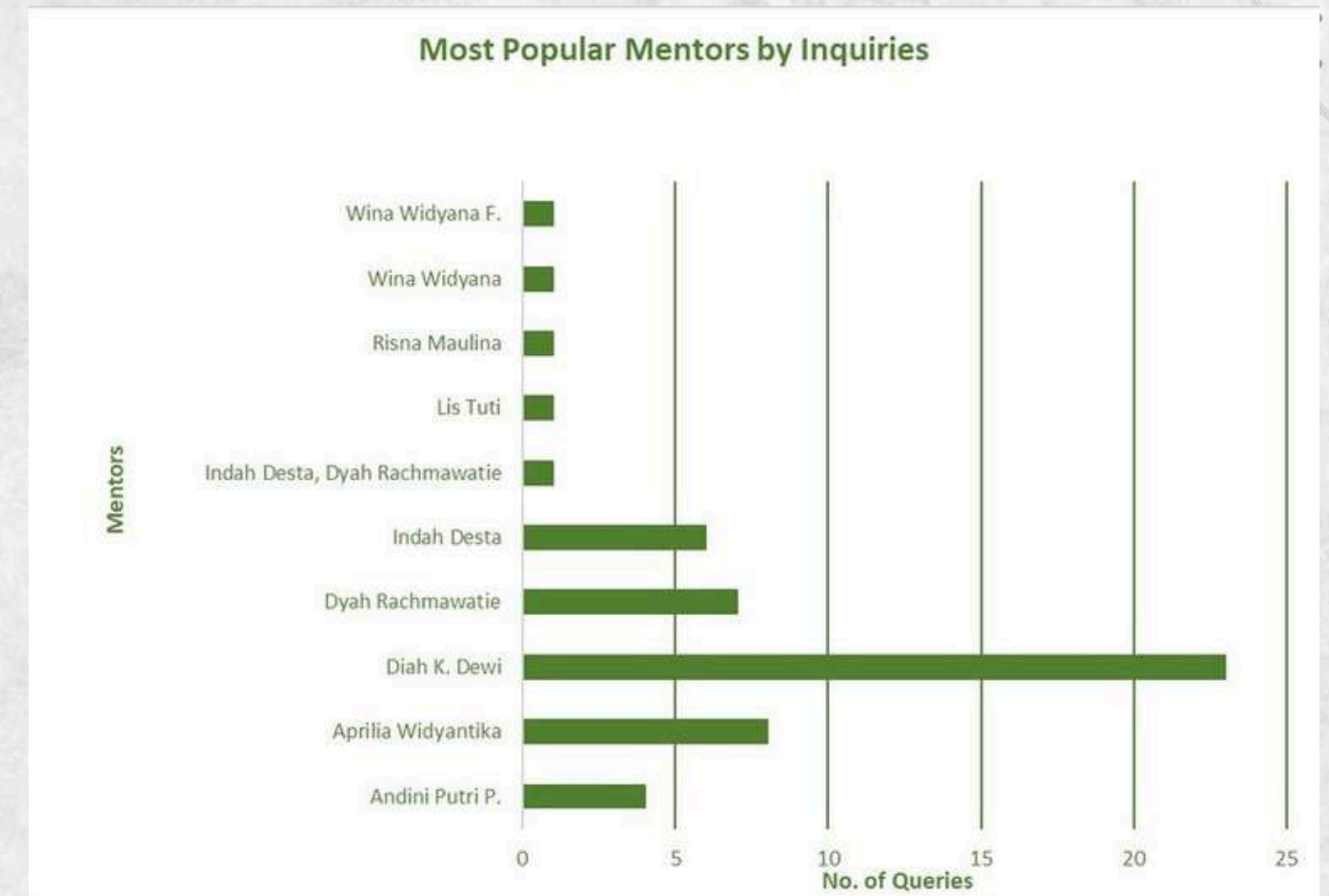
Sample : Top Queried Subjects

Subjects	No. of Queries
Communication Skill	7
Content Management	3
Contract Drafting	2
Creative Writing Skill	2
Digital Ads Campaign	3
Digital Operation Tools	2
IG Marketing	3
Jobdesc & SOP Drafting	1
Landing Page Design (Canva Site)	4
Linkedin Optimization	8
Marketplace Marketing	2
Menyusun CV & Portofolio	3
Microsoft Excell	1
Project Management	1
Tiktok Marketing	2
Upwork Optimization	6
WA Business Marketing	3



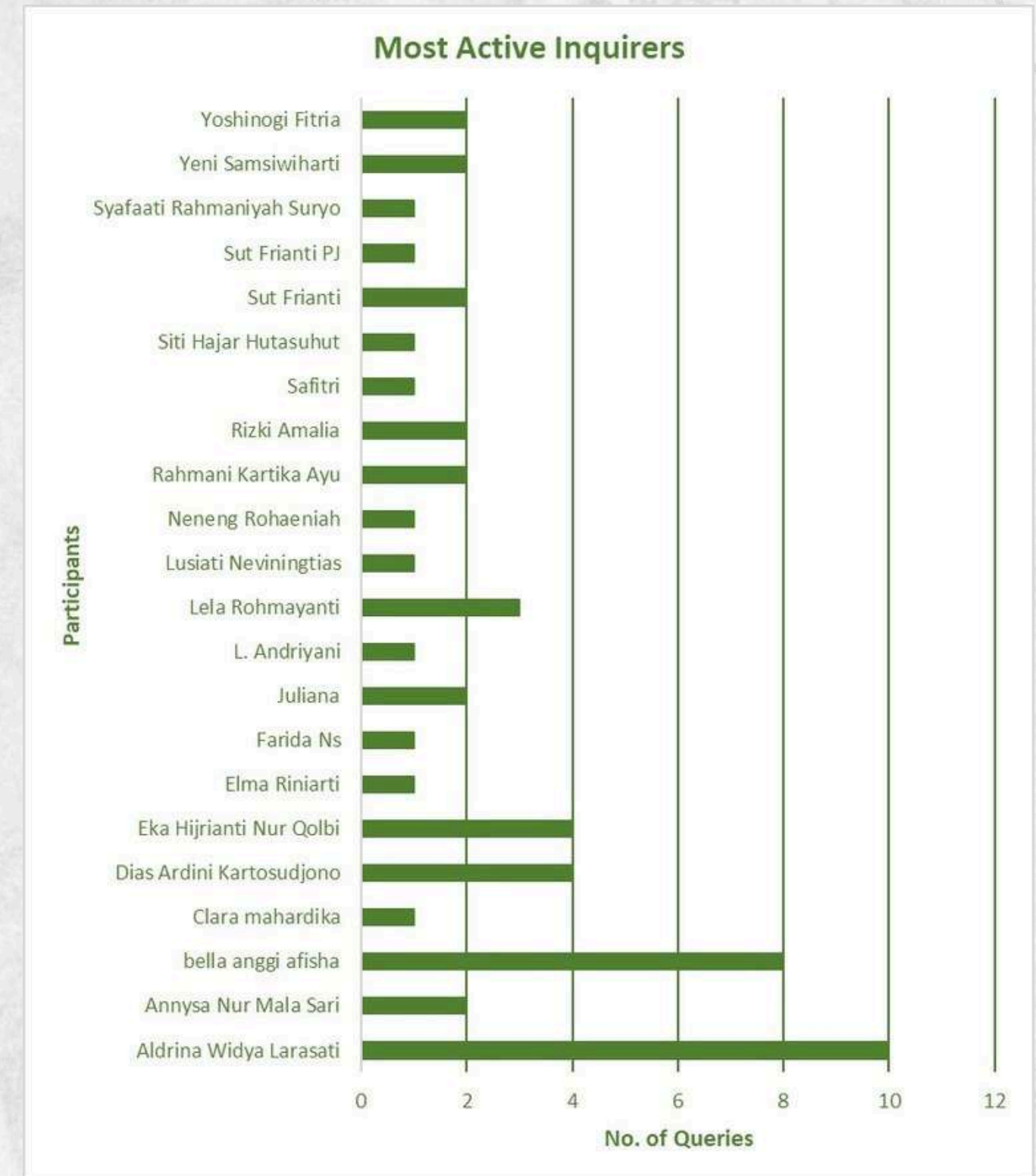
Sample : Most Popular Mentors

Subjects	No. of Queries
Communication Skill	7
Content Management	3
Contract Drafting	2
Creative Writing Skill	2
Digital Ads Campaign	3
Digital Operation Tools	2
IG Marketing	3
Jobdesc & SOP Drafting	1
Landing Page Design (Canva Site)	4
Linkedin Optimization	8
Marketplace Marketing	2
Menyusun CV & Portofolio	3
Microsoft Excell	1
Project Management	1
Tiktok Marketing	2
Upwork Optimization	6
WA Business Marketing	3



Sample : Most active Inquirers

Names of Participants	Frequency of Inc
Aldrina Widya Larasati	10
Annysa Nur Mala Sari	2
bella anggi afisha	8
Clara mahardika	1
Dias Ardini Kartosudjono	4
Eka Hijrianti Nur Qolbi	4
Elma Riniarti	1
Farida Ns	1
Juliana	2
L. Andriyani	1
Lela Rohmayanti	3
Lusiati Neviningtias	1
Neneng Rohaeniah	1
Rahmani Kartika Ayu	2
Rizki Amalia	2
Safitri	1
Siti Hajar Hutasuhut	1
Sut Frianti	2
Sut Frianti PJ	1
Syafaati Rahmadiyah Suryo	1
Yeni Samsiwiharti	2
Yoshinogi Fitria	2



Sample: Most Preferred Category



Class Category	No. of Participants
Business	31
Profesional	11
Starter	11

EMAIL MANAGEMENT

Involves systematically organizing, prioritizing, and managing email communications to ensure efficiency. This process is vital for maintaining productivity, enabling timely responses, and effectively managing information in both personal and professional settings.



Sample : Email Management

The screenshot displays the Microsoft Outlook interface, illustrating email management and calendar integration. The left sidebar shows the navigation pane with folders like Favorites, Inbox (9), Expenses, Invoices (2), and accounts for katyreid@outlook.com, katri0487@gmail.com, and katri0487@contoso.com. The main pane is divided into a list of emails and a detailed view of the selected email.

Email List:

- Pinned:** Elvia Atkins, Surprise Birthday Planning (8:32 AM)
- Today:** Mona Kane, Event Announcement Content C... (3:55 PM) - **Planning**; Contoso Airlines, Your flight reservation is confirmed (2:41 PM); Daisy Philips, Yoga Workshop (9:16 AM); Amanda Brady, Apartment Parking Spot Opening (1:18 PM); Chris Naidoo, Thanks for joining our networki... (12:30 PM) - **Outreach**
- Yesterday:** (empty)

Selected Email Details:

- From:** Mona Kane
- To:** Katri Ahokas; Serena Davis; Chris Naidoo
- Subject:** Event Announcement Content Creation
- Body:** Hi team, I hope you're all doing well. Let's get together anticipated upcoming event announcement. I call to action, and visual assets. Share your own visually appealing content package. Looking forward to your input, and let's make it happen. Best regards, Mona
- Actions:** Reply, Reply all, Forward

Calendar Integration:

- Calendar View:** Shows a calendar for November with the 7th highlighted.
- Today's Events (Tue, Nov 7):** Angela's Birthday (All day), S&M Strategy Update (9:00 AM, 1h), Lunch with Cassandra (11:00 AM, 30 min).
- Upcoming Events:** Group Sync (12:00 PM, 1h), Team Audit (4:30 PM, 1h).
- Tomorrow (Wed, Nov 8):** New event button.

CALENDAR MANAGEMENT

Involves organizing, scheduling and coordinating time-related activities to maximize productivity and efficiency. Effective calendar management helps in maintaining a balanced workflow, reducing stress and improving overall productivity.



Sample : Calendar Management

The screenshot displays a Google Calendar interface in a weekly view for the week of October 29 to November 4, 2023. The calendar is filled with various events, each represented by a colored block with a title and time range. The events are as follows:

Day	Event	Time
Monday, Oct 30	Team Meeting	9 - 10:30am
Monday, Oct 30	Client Presentation	11am - 12:30pm
Monday, Oct 30	Research & Writing	1:30 - 3pm
Monday, Oct 30	Respond to Important Emails	3:30 - 5pm
Tuesday, Oct 31	Marketing Webinar	10 - 11:30am
Tuesday, Oct 31	Lunch with Colleagues	12:30 - 2pm
Tuesday, Oct 31	Client Follow-ups	3 - 4:30pm
Tuesday, Oct 31	Personal Yoga Session	5 - 6:30pm
Wednesday, Nov 1	Project Development Meeting	9:30 - 11am
Wednesday, Nov 1	Administrative Tasks	11:30am - 1pm
Wednesday, Nov 1	Phone Calls with New Clients	2 - 3:30pm
Wednesday, Nov 1	Social Media Planning	4 - 5:30pm
Thursday, Nov 2	Client Strategy Session	10 - 11:30am
Thursday, Nov 2	Lunch and Networking Event	12 - 1:30pm
Thursday, Nov 2	Email Clean-up & Organization	2:30 - 4pm
Thursday, Nov 2	Blog Content Creation	4:30 - 6pm
Friday, Nov 3	Monthly Review Meeting	9 - 10:30am
Friday, Nov 3	Budget Planning	11am - 12:30pm
Friday, Nov 3	Industry Research	1:30 - 3pm
Friday, Nov 3	Personal Time & Read a book	3:30 - 5pm
Saturday, Nov 4	Personal Errand	10 - 11:30am
Saturday, Nov 4	Family Time	12 - 1:30pm
Saturday, Nov 4	Personal project	2:30 - 4pm
Saturday, Nov 4	Relaxation & Exercise	4:30 - 6pm

The interface includes a search bar at the top, a 'Create' button, and a list of calendars on the left side. The list of calendars includes 'Dias Ruly', 'Contacts', 'Tasks', 'SA: Jessica [Batch 14]', and 'Hari libur di Indonesia'. The bottom of the screen shows the Windows taskbar with the search bar, taskbar icons, and system tray information including the date and time (0:08, 28/10/2023).

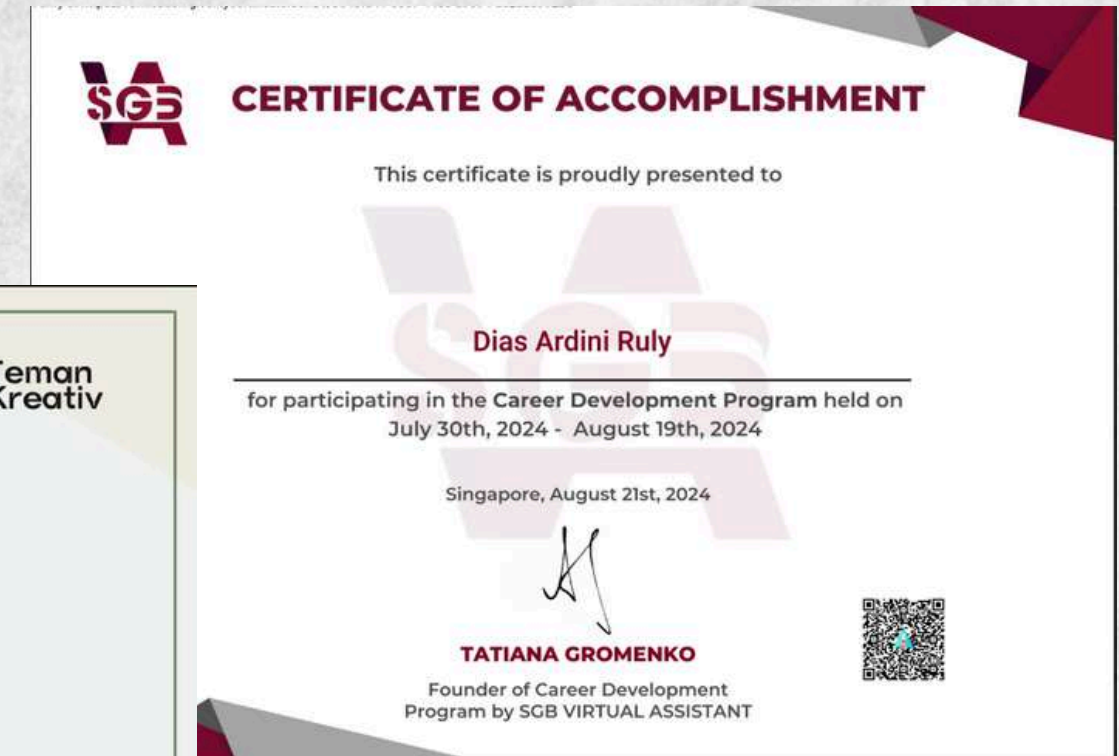
CERTIFICATION & ACHIEVEMENT

As part of my commitment to professional growth and excellence, I have pursued various certifications that enhance my expertise and stay current with industry trends. These certifications reflect my dedication to learning, my ability to adapt to new technologies, and my readiness to take on new challenges.



CERTIFICATION & ACHIEVEMENT

This page showcases some of the key milestones, recognitions, and successes I've achieved throughout my remote career. These accomplishments reflect my commitment to excellence, innovation, and continuous improvement in everything I do.

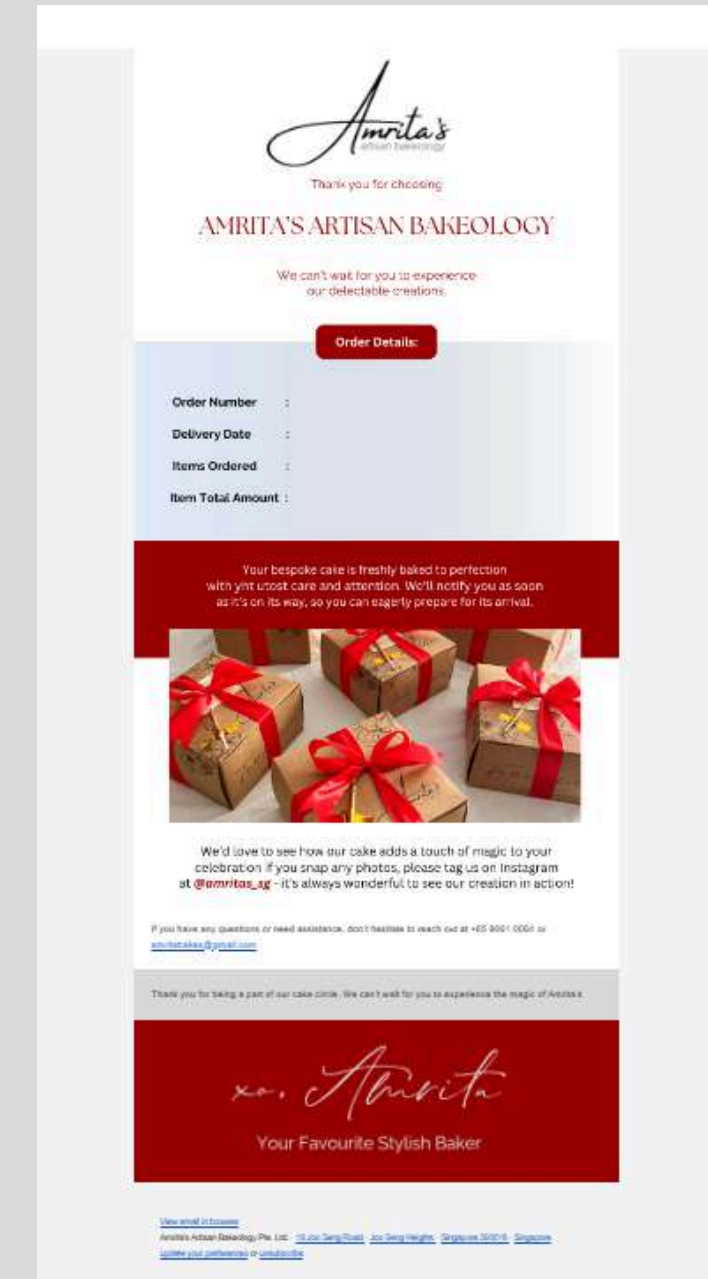
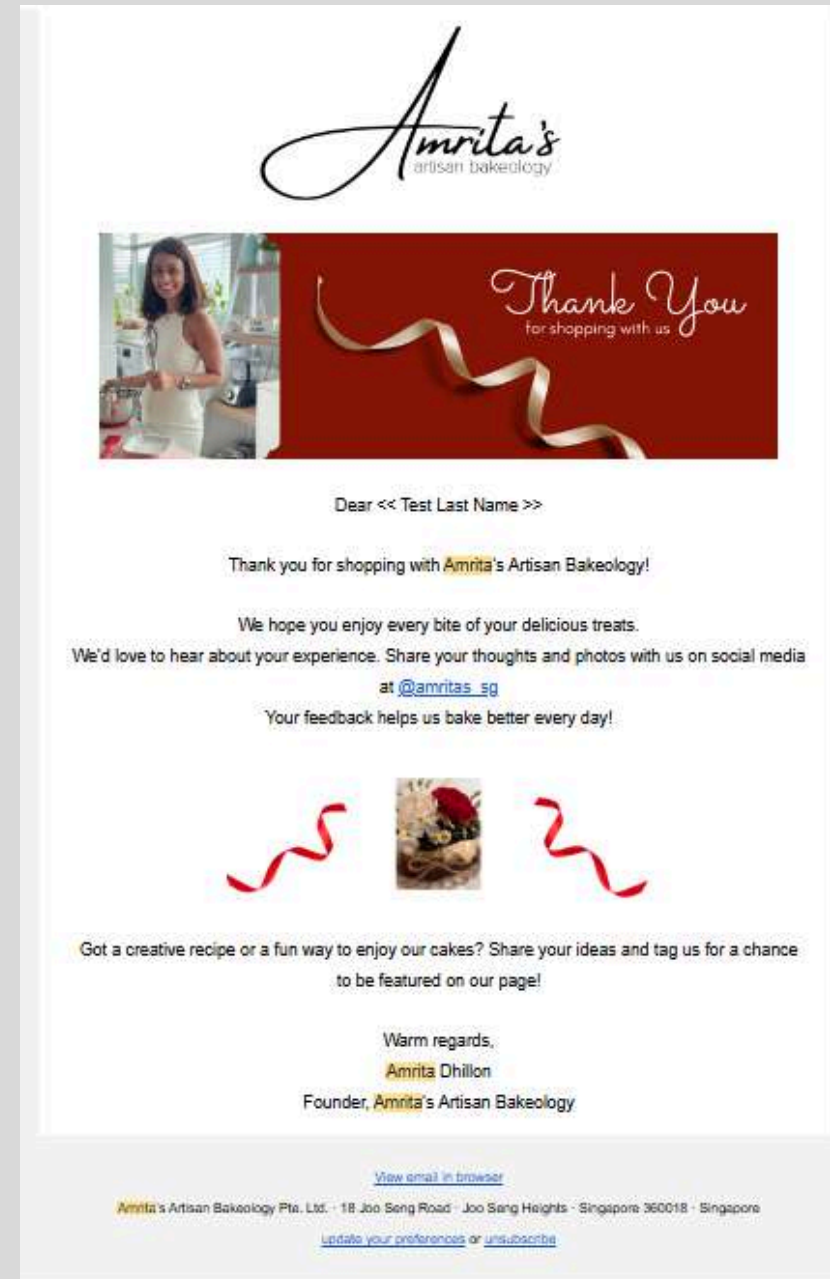


PROJECT EXPERIENCES

My VA project experiences have allowed me to work closely with clients in both B2B and B2C markets, providing tailored solutions that enhance operational efficiency and drive user engagement. From managing complex workflows to delivering personalized support, each project has sharpened my ability to meet diverse business needs, business goals and user expectations.



B2C : Email Marketer



B2C : Testimony



Client Testimonial

Dias showed potential in her work, but there is room for growth in both technical skills and participation in the project. With more practice and a stronger focus on the details, Dias has the opportunity to significantly improve her contributions.

Amrita Dhillon
Founder of Amrita's Artisan Bakeology



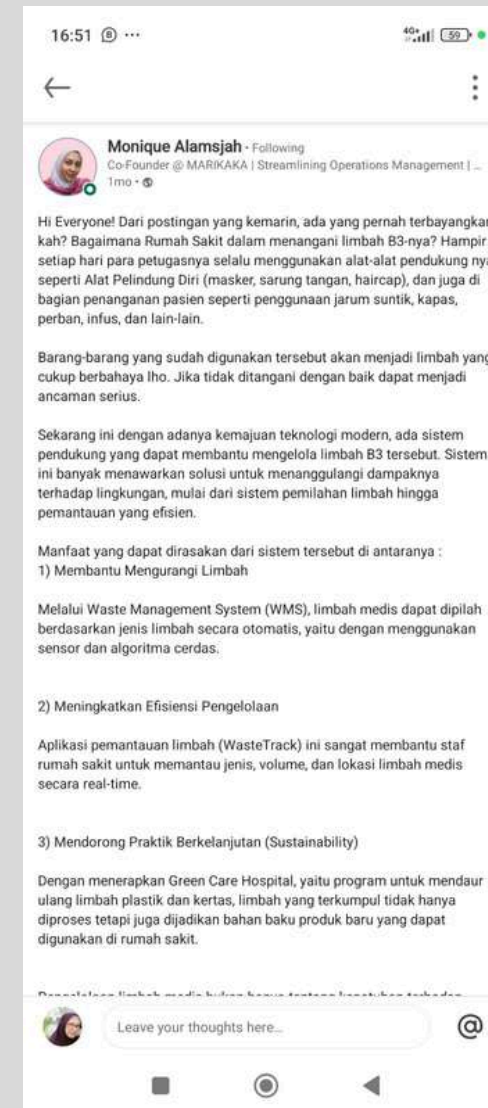
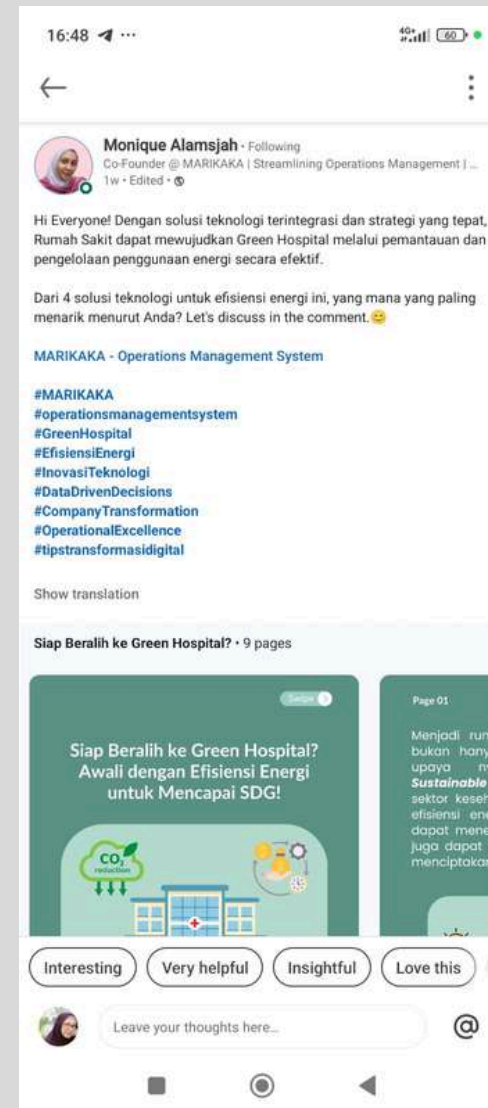
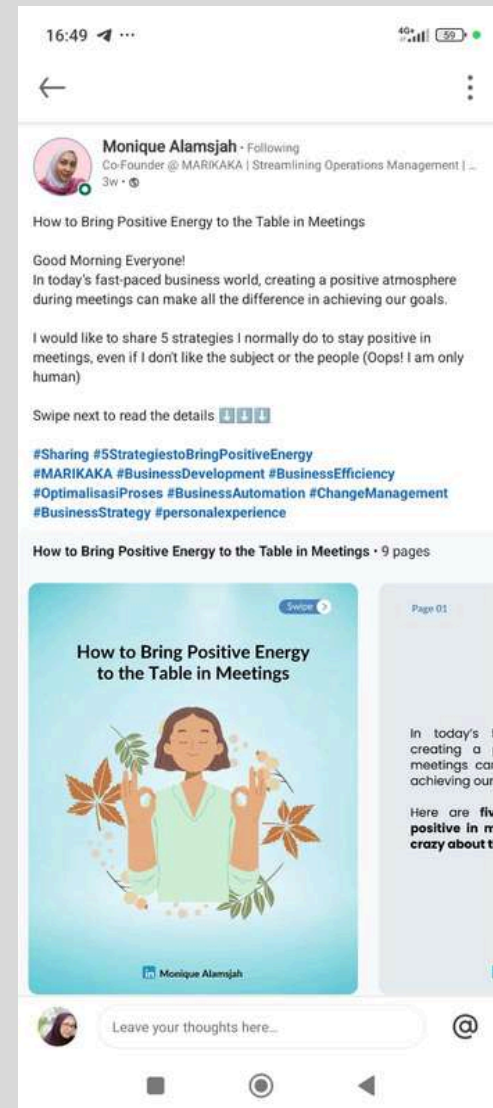
SUPERVISOR TESTIMONIAL

ALITA FARAH DIANA
CDP EMAIL MARKETING SUPERVISOR



Dias showed a willingness to learn and improve, but her technical skills and lack of participation in group discussions held her back. With more practice and engagement, Dias could become a more valuable Virtual Assistant for email marketing.

B2B : Copywriter for LinkedIn Account





THANKYOU