

VIRTUAL ASSISTANT PORTFOLIO **By Ardiana sari**

2026





A top-down view of a desk setup. On the left is a brown notebook with a pencil resting on it. In the center is a white cup filled with dark coffee topped with foam. On the right is a white computer keyboard. The background is a soft, abstract gradient of light colors.

KNOW MORE ABOUT ME

I help coaches, consultants & entrepreneurs build stronger teams and scale their businesses without the overwhelm.

With 15 years as an HR generalist in construction project management, I bring real operational discipline and people-first thinking to every client I support.

How I Can Help You

-  HR Support — recruitment, onboarding, HR policies & people strategy backed by 15 years of hands-on experience
-  Email Marketing — campaigns that nurture leads & drive conversions
-  Market Research — competitor analysis & data-driven insights
-  Admin Assistance — reliable day-to-day support

What you get: People-first strategy. Structured execution. Valuable time back

Ready to build smarter? Let's explore my portfolio.



OUR SERVICES

“ Human Resources Generalist ”

- Recruitment & Onboarding
- Employee Relations
- Culture and Engagement
- Payroll & Benefit administrative.

“ Email Marketing ”

- Email Campaign Creation
- Subscriber List Management
- Analytics & Reporting

“ Market Research and Competitor Analysis ”

- Identify Trends & Consumer Behavior
- Competitor Analysis & Monitoring
- Strategic Recommendations
- Reporting

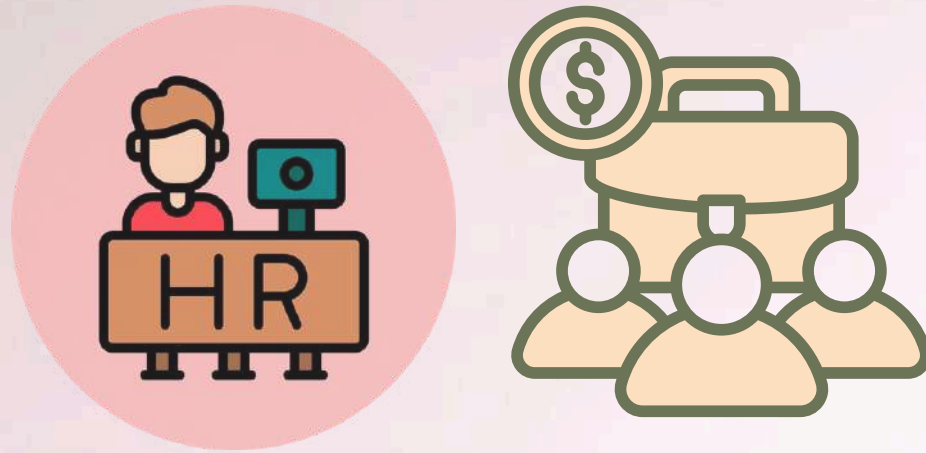
“ Administrative Assistant ”

- Calendar and inbox management
- Document creation
- Data entry
- Travel arrangements.

Please
Click
photo to
details

WORK SAMPLE

Human Resources Generalist



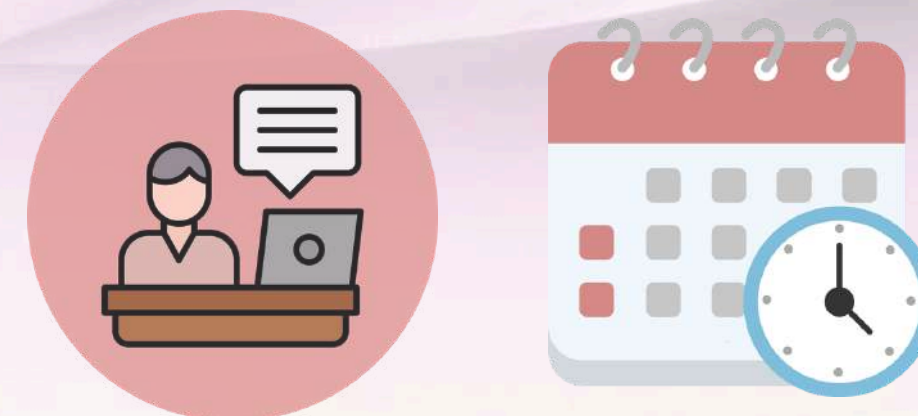
Email Marketing



Market Research and Competitor Analysis



Administrative Assistant



WORK SAMPLE Recruitment & Onboarding

Action :

- Interview candidates with complete document according project requirements.
- Coordinate orientation, training, and induction programs with recorded attendance sign.
- Prepare all PPE and identification cards.

Impact :

- Operational Efficiency for recruitment and onboarding.
- Compliance & Safety with documented attendance & PPE.
- Employee Morale and motivation.
- Risk Reduction with Proper PPE minimize accidents.
- Reputation & Trustenhance the company's image with clients, auditors, and employees.

No	Badge No	SAP No	HCM No	Emp Name	Job Title	Requestor/Dept Head
1	N/A	N/A	N/A	ASRA	WORKER	Tatamulia (Parmin)
2	N/A	N/A	N/A	EKO GILANG MUZAQI	WORKER	Tatamulia (Parmin)
3	N/A	N/A	N/A	KARTONO	WORKER	Tatamulia (Parmin)
4	N/A	N/A	N/A	KHUMAEDI	WORKER	Tatamulia (Parmin)
5	N/A	N/A	N/A	MOHAMAD TAMRIN	WORKER	Tatamulia (Parmin)
6	N/A	N/A	N/A	PUJI ZAENAL ARIFIN	WORKER	Tatamulia (Parmin)
7	N/A	N/A	N/A	TARMAN	WORKER	Tatamulia (Parmin)
8	N/A	N/A	N/A	USMAN SAPUTRA	WORKER	Tatamulia (Parmin)
9	N/A	N/A	N/A	DEVIS SATRIADI	SCAFFOLDER	Tatamulia
10	N/A	N/A	N/A	ANDRIK SETIAWAN	SCAFFOLDER	Tatamulia
11	N/A	N/A	N/A	HENDRA YANA	RIGGER	Tatamulia
12	N/A	N/A	N/A	HALDI PRATAMA PUTRA	WORKER	Tatamulia (Parmin)
13	N/A	N/A	N/A	ANDRI SALDI	RIGGER	Tatamulia
14	N/A	N/A	N/A	ASEP KOMARUDIN	WORKER	Tatamulia (GKI)
15	N/A	N/A	N/A	IWAN HERMAWAN	WORKER	Tatamulia (GKI)
16	N/A	N/A	N/A	MULYONO	WORKER	Tatamulia (GKI)
17	N/A	N/A	N/A	RUSDI	WORKER	Tatamulia (GKI)

WORK SAMPLE Payroll & Benefit administrative

Action :

- Support payroll processing based on position as per contract agreement and attendance records within the system.
- Maintain attendance records and coordinate with field managers.

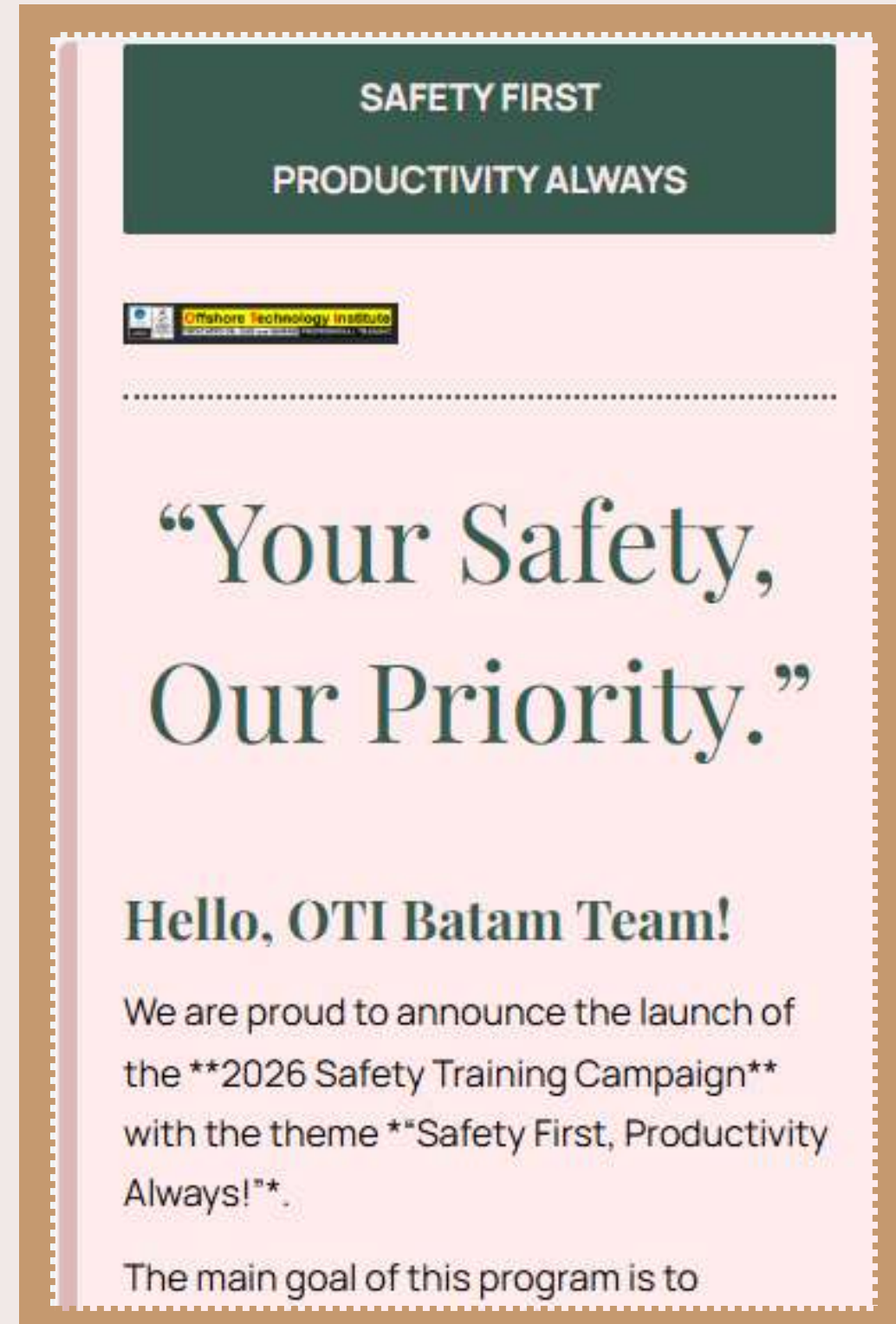
Impact :

- Accuracy in Payroll:
- Aligns payroll with labor laws and company policies, minimizing legal risks.
- Streamlined payroll processes save time and resources
- Reliable attendance and payroll records strengthen audits and reporting.

NO.	EMPLOYEE NAME	TOTAL WORK DAY IN	RATE SALARY PER DAY	BONUS ATTANDANCE 300,000/Mth	TOTAL NIGHT SHIFT	ALLOW NIGHT SHIFT 25,000/Mth	TOTAL OT	RATE OT	TOTAL OVERTIME CALCULATION
1	ERI SAHPUTRA	14.57	240,000	-	0.00	-	56.00	27,000	1,512,000
2	GIUS STEFANO	17.57	250,000	-	0.00	-	78.50	30,000	2,355,000
3	WENDRA	16	265,000	300,000	22.00	550,000	76.00	33,000	2,508,000
4	DWI AGUS WINARTO	20.57	290,000	300,000	0.00	-	106.25	36,000	3,825,000
5	TITTHA NOVIA ASDINY	18.57	250,000	300,000	0.00	-	69.00	31,000	2,139,000
6	WIDI ARMANTO	17.57	275,000	-	0.00	-	79.50	31,000	2,464,500
7	MARHADAI TAMPUB.	15	270,000	-	21.00	525,000	74.00	33,000	2,442,000
8	ERWAN KHOIRUL	17	290,000	-	23.00	575,000	77.00	35,000	2,695,000
9	IBRAHIM IRSYAD	17.57	210,000	-	0.00	-	76.50	25,000	1,912,500
10	YAROBI	17	265,000	300,000	23.00	575,000	77.00	30,000	2,310,000
11	ERWIN SUSANDI	15.93	330,000	300,000	22.00	550,000	77.00	40,000	3,080,000
12	ROSLAN	22	254,167	-	0.00	-	-	-	0
13	HUSNATUL FAUZANA	17	300,000	300,000	0.00	-	87.50	43,000	3,762,500
14	MUHAMAD RAFI	18	255,000	300,000	0.00	-	71.00	35,000	2,485,000
15	BENDRIANTO	18.57	270,000	300,000	0.00	-	80.50	33,000	2,656,500
16	CHANDRA MANURUNG	16.8	270,000	300,000	23.00	575,000	72.50	35,000	2,537,500
17	JOKO JAYANTO	17	295,000	300,000	23.00	575,000	77.00	37,000	2,849,000

WORK SAMPLE Email Campaign Creation

Please
Click to
details



SAFETY FIRST
PRODUCTIVITY ALWAYS

Offshore Technology Institute

“Your Safety,
Our Priority.”

Hello, OTI Batam Team!

We are proud to announce the launch of the ****2026 Safety Training Campaign**** with the theme ****Safety First, Productivity Always!****.

The main goal of this program is to

Action :

- Email Campaign setup and scheduling by Mailerlite.
- Design and implement direct welcome email marketing by Mailerlite.
- MailerLite allows to tailor welcome emails based on subscriber preferences, making the message more relevant and impactful.

Impact :

- Stronger brand positioning through professional onboarding.
- Faster subscriber growth with qualified leads.
- Improved engagement metrics (open rate, CTR, conversions).
- Sustainable community loyalty and advocacy.
- Better sales performance from guided product exploration.

WORK SAMPLE **Subscriber List Management**

Action :


- Create landing Page and lead magnet use Mailerlite :
- Offering lead magnet strategy.
- Trusted positioning brands and audience.
- Action sign up subscriber to engage, explore product, joint community and set preferences.

Impact :

- Brand Trust & Positioning
- The landing page acts as a conversion funnelst & Positioning
- Engagement & Retention, Automated email sequences keep subscribers engaged.
- Higher Conversion Rates
- Community Building


**Please
Click to
details**

High-value subscribers

Devoted customers 


Send a personalized "thank you" with an exclusive offer to make them feel special.

[See details](#) [Create](#)

Frequent link clickers 

Reward their interest and build lasting loyalty! Share glimpses of your future plans.

[See details](#) [Create](#)

Active openers 

Use persuasive copy and clear calls-to-action to turn these fans into loyal customers.

[See details](#) [Create](#)

WORK SAMPLE Market Research

Action :

- Conduct research on industry trends, customer preferences and competitor strategies with strengths and weakness.
- Collect and analyze data surveys (reports, databases, social media).

Impact :

- Strategic Positioning to aligning with industry trends.
- Product Development
- Competitive Advantage Benchmarking strengths and weaknesses helps identify market gaps.
- Risk Mitigation

Please Click to details

No	Client name	Website	Social Media	IG Screenshoot	Summary about client	Product/service description	Price	Audience	Results or testimonials	Strengths	Weakness
1	OTI (OFFSHORE TECHNOLOGY INSTITUTE), OIL AND GAS AND MARINE PROFESSIONAL TRAINING	https://oti.co.id/	https://www.instagram.com/otitrainingcenter?igsh=MWd1MDYSNlVlMwCwege=		<p>IG Handle : @OTITRAININGCENTER Followers ; 10,3K Followers Location : Batam Tagline : They don't have Website : https://oti.co.id/ Quality of Bio ; Clearly Explaining about Training ,Certification and Payment Account and every post there is always a flyer to click the bio link. Expertise ; Training and Certification Institution for Engineering, HSE, Production and Quality Control. Highlights ; It's all been explained on the catalog and Feed. Cover of Highlights ; The Highlights Maintains a consistent aesthetic with a predominantly Bright Green Color scheme. Profile Photo ; Showing Institution Logo and Group Company, this make clearly. Feed Consistency ; The feed maintains a consistent aesthetic with a predominantly Bright Green Color scheme. Branding ; The Logo Design and font convey a Bright green represents</p>	<p>a Safety and Occupational Health Service Company (PJK3) under the auspices of the Ministry of Manpower and serving as an official Competency Test Site (TUK) for certification appointed by LSP Migas under the auspices of BNSP.</p> <p>1. Training for Engineering ; - Autocad & Drafter structure - Piping Engineering - Plat design Management systems. 2. HSE training ; - Ahli K3 Listrik - AK3 umum - Hiperkes - Juru Ikat / Rigger - K3 LOTO - Koordinator penanggulangan kebakaran - Operator Crane - Operator Forklift - Operator Overhead Crane - Petugas K3 Kimia - Petugas P3K - Petugas Penanganan Bahaya gas H2S - Petugas Pemadam Kebakaran - Teknisi K3 Listrik - Teknisi K3 Scaffolding -</p>	<p>Price Range Information ; Registration Cost; 350K-500K Training costs can be paid in installments and there are often discounts approaching major holidays 1. Training for Engineering ; - Autocad & Drafter structure; 3,5K - 8K - Piping Engineering; 6K-8K - Plat design Management systems; 6K-8K 2. HSE training ; - Ahli K3 Listrik & AK3 umum & Hiperkes; 6K-8K - Juru Ikat / Rigger & K3 LOTO; 4K-8K - Koordinator penanggulangan kebakaran; 4K</p>	<p>Primary Audience; Professional Worker local or Overseas (Male and Female)</p>	<p>Testimonial ; On Instagram Feed and Website.</p>	<p>- Digital-based Training - International Certifications - Collaboration Programs with LARGE Companies In Batam. - All People can Access Website or Instagram or others social media. - in some Special holiday get special offer / Discount - Training Cost can be on Installment</p>	<p>-Pricing Information not presented clearly.</p>

WORK SAMPLE Competitor Analysis


Action:

- Prepare competitor benchmark reports, covering pricing, product features, marketing campaigns, and distribution channels.

Impact:

- Competitive Pressure Benchmarking reveals areas.
- Strategic Opportunities
- Risk Mitigation
- Decision-Making Support with actionable insights

Please Click to details

No	Competitor	Website	Social Media	IG Screenshot	Summary about competitor	Product/service description	Price	Audience	Results or testimonials	Strengths	Weakness
1	YAYASAN PENDIDIKAN IQBAL & YOS BATAM	https://www.ikbalmyos.com/gallery/photo.html	Not Available	Not Available	<p>Location : Batam</p> <p>Website : https://www.ikbalmyos.com/gallery/photo.html</p> <p>Quality of Web ; Clearly Explaining about Training</p> <p>Expertise ; Training and Certification Institution for Oil and Gas industry, Offshore Engineering, HSE training.</p> <p>Highlights; It's all been explained on the catalog and Feed.</p> <p>Cover of Highlights; The Highlights</p>	<p>-HSE training/ AK3 umum</p> <p>- NDT, ASNT II,</p> <p>-Welding Inspector,</p> <p>-COGII, CMCI, CMSOI,</p> <p>-Internal Auditor,</p> <p>-PLC Management.</p>	<p>1. HSE / General AK3 (Ministry of Manpower RI) Rp4,000,000 – Rp9,250,000 for Offline and Online is cheaper (±Rp7,250,000)</p> <p>2. Welding Inspector Rp. 7,000,000 – Rp15,000,000 For BNSP or international certification (CSWIP).</p> <p>3. COGII, CMCI, CMSOI Rp.5,000,000 – Rp.10,000,000.</p> <p>4. Construction & oil/gas</p>	<p>Primary Audience; Professional Worker local or Overseas (Male and Female)</p>	 <p>Testimonial : On Website.</p>	<p>- Digital-based Training</p> <p>- International Certifications</p> <p>- Collaboration Programs with LARGE Companies In Batam.</p> <p>- All People can Access Website and</p>	<p>-Pricing Information not presented clearly.</p> <p>- No Testimonial Clearly every Person</p> <p>- Not Update for Training schedule</p>
2	BSTC TRAINING CENTER	https://bstc-training.com/	Not Available	Not Available	<p>Location : Batam</p> <p>Website : https://bstc-training.com/</p> <p>Quality of Web ; Clearly Explaining about Training, International Certification, Overseas Partnership.</p> <p>Expertise ; specialized safety training for the Marine, Oil and Gas, and Renewable Energy Industries.</p> <p>Highlights; It's all been explained on the catalog and Feed.</p> <p>Cover of Highlights; The Highlights Maintains a consistent aesthetic with a predominantly White Color scheme.</p> <p>Profile Photo ; Showing Institution Logo</p>	<p>U Approved Training Courses, Basic Hydrogen Sulphide, BOSIET with CA-EBS Digital Delivery, Confined Space Entry & SCBA, Fire Fighting Courses, Food Safety, Hygiene and Nutrition for Ship's Cook and Food Handlers, Hazardous Chemical Spill Response, IMDG Code, IMO Model Course on Oil Pollution Preparedness, Response and</p>	<p>OPITO and API-U courses (such as BOSIET with CA-EBS, H2S, Permit to Work, Rigger, etc.) are usually more expensive due to international standards, ranging from Rp7,000,000–Rp15,000,000 depending on modules and certification.</p>	<p>Primary Audience; Professional Worker local or Overseas (Male and Female)</p>	<p>not available</p>	<p>based Training</p> <p>- International Certifications</p> <p>- Collaboration Programs with LARGE Companies In Batam and overseas company.</p> <p>- All People</p>	<p>-Pricing Information not presented clearly.</p> <p>- No Testimonial Clearly every Person</p> <p>- Not Update for Training schedule</p>

WORK SAMPLE Calender Management

“

Action :

- Weekly Calender Management with detail Scheduling and colour coded categories.
- Manage schedule and meeting with time detail and reminder.

”

“

Impact :

- Increased Efficiency
- Better resource allocation and reduced errors
- Keep projects on track and prevent bottlenecks.
- Accurate reporting and coordination ensure business goals.

”

The screenshot displays a Microsoft Outlook calendar for the week of March 16-22, 2026. The interface is organized into a weekly grid with time slots from 7 AM to 7 PM. Events are color-coded and include:

- Monday (16):** weekly team check-in (9-10 AM), client kickoff call (10-11 AM), deep work/drafting (1-2 PM).
- Tuesday (17):** sales call; potential (9-10 AM), strategy meeting with (1-2 PM), inbox & admin time (4-5 PM).
- Wednesday (18):** Quarterly review call with board (10-11:30 AM), 1-on-1 Check In; Op (2-3 PM).
- Thursday (19):** Podcast Interview; Fu (9-10 AM), CEO Letter Draft; Vision for Q4 (1-2:30 PM).
- Friday (20):** Weekly Analytics Rev (9:30-10:30 AM), Planning & Weekly R (4-5 PM).
- Saturday (21):** Morning Gym (8-9 AM).
- Sunday (22):** Family Brunch (10-11 AM), Weekly Planning/Pre (4-5 PM).

The sidebar on the left includes a 'Create' button, a monthly calendar view for March 2026, a 'Search for people' field, and a 'My calendars' section with checkboxes for 'Ardiana sari', 'Birthdays', 'Keluarga', and 'Tasks'. The top navigation bar shows 'Today', navigation arrows, the month 'March 2026', search, help, settings, a 'Week' view selector, and an 'Upgrade' button.

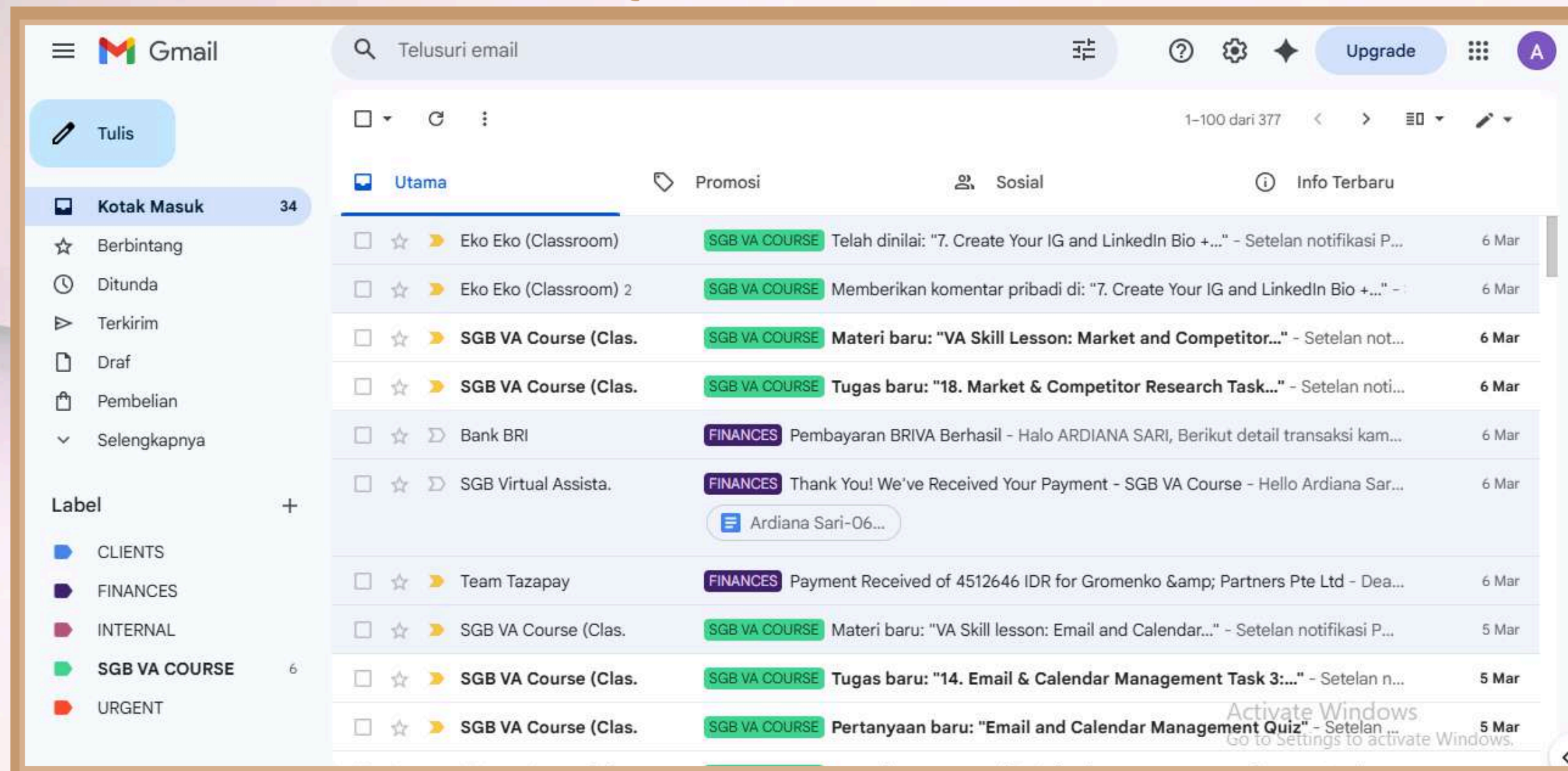
WORK SAMPLE Email Management

Action :

- Email Management, automatically sort, prioritize, categorize on specific criteria by assigning different labels

Impact :

- Efficiency & Productivity
- Improved Communication Quality
- Risk & Compliance Management
- Customer & Stakeholder Satisfaction
- Strategic Insights



I've collaborated with Ardiana on TENNETH PROJECT PT. McDERMOTT INDONESIA until now. She's been very hands-on and professional in leading a large team of employees from the first recruitment process through the project's completion, ultimately achieving is zero LTI.



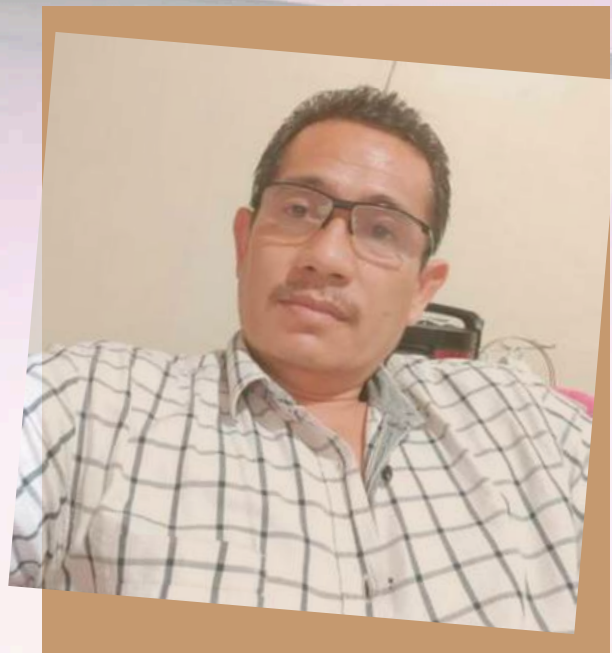
Mr. AAS SETIAWAN
GENERAL MANAGER
Hazardous Waste Management
PT.DESA AIR CARGO BATAM

TESTIMONIAL

They said

Mr. MG
PROJECT MANAGER
TENNETH CLIMATE CONTROL PROJECT
PT.McDERMOTT INDONESIA
PT.HWAEYON ENG INDONESIA

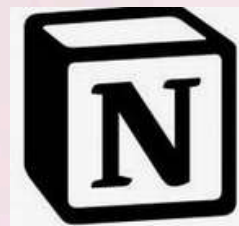
I've collaborated with Ardiana for more than 10 years in a waste management company, her position is HRM, under her leadership the company experienced improvements in all departments. She is a person who is agile, diligent, can read the situation and we complement each other.



TOOLS THAT I'M PROFICIENT WITH



Research & Creative Tools



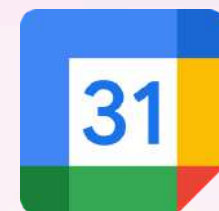
Google Analytics



mailer lite

HubSpot

General Task Tools



LET'S CONNECT

and Explore How I Can Support Your Business

ARDIANA SARI | Virtual Assistant



[ardianasari_va](https://www.instagram.com/ardianasari_va)



ardianasari1512@gmail.com



[linkedin.com/in/ardiana-sari](https://www.linkedin.com/in/ardiana-sari)