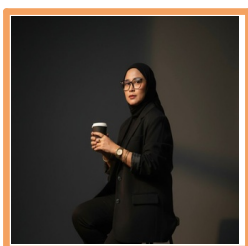


VIRTUAL ASSISTANT

PORTFOLIO

Email Marketing · Copywriting · Admin & Customer Support



Rullita Dwi Eviantini

Freelance Virtual Assistant | Remote-Ready | Detail-Oriented

I am a dedicated, results-driven Virtual Assistant ready to help your business thrive. Specializing in Email Marketing, Copywriting, and Admin & Customer Support — I am your reliable remote partner committed to **quality, clarity, and on-time delivery**. Let's build something great together.

■ +62 852-8968-7800

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

■ Jakarta, Indonesia
(Remote)

◆ SERVICES OFFERED

■ EMAIL MARKETING

Campaign Strategy
Sequence Setup List
Management A/B Testing
Mailchimp / Klaviyo

📄 COPYWRITING

Landing Page Copy Ad
Copywriting Product
Description Email Copy
Brand Voice

■ ADMIN SUPPORT

Data Entry Scheduling File
Management Research
Google Workspace

■ CUSTOMER SUPPORT

Live Chat Email Support
Ticket Management FAQ
Writing CRM Tools

SKILLS & TOOLS



TOOLS PROFICIENCY

EMAIL MARKETING	COPYWRITING	ADMIN	SUPPORT
Mailchimp Klaviyo ConvertKit ActiveCampaign	Google Docs Notion Hemingway App Grammarly Pro	Google Workspace Trello / Asana Slack / Zoom Airtable	Zendesk Freshdesk Intercom HubSpot CRM

★ WHY CHOOSE ME?

- 1 Fast Learner & Adaptable** — Quickly adapt to new tools, workflows, and industries.
- 2 Detail-Oriented** — Every task is handled with precision and minimal errors.
- 3 Proactive Communicator** — Always update progress without being asked.
- 4 Result-Driven** — Focused on outputs that create real impact for your business.
- 5 Bilingual** — Fluent in Bahasa Indonesia & English, ready for local and international clients.
- 6 Time Zone Flexible** — Can adjust working hours to match client needs.

■ PORTFOLIO: EMAIL MARKETING CAMPAIGN

Below are sample email campaigns designed to boost open rates, click rates, and conversions. Each email follows a proven structure: compelling subject line, persuasive body copy, and a strong CTA.

PROJECT 01 — Welcome Email Sequence (Online Fashion Store)

Client Type	Online Fashion Store — Dummy Project
Goal	Boost new subscriber engagement & drive first purchase
Tools	Klaviyo · Canva · Google Docs
Result (Projected)	Open Rate: 47.2% · Click Rate: 9.8% · Conversion: 3%+

DARI:	Rullita Dwi Eviantini <rullita@email.com>
KEPADA:	Subscribers Anda
SUBJECT:	Welcome to [Brand Name] — Your special gift is waiting! ■
PREVIEW:	<i>You just made the best decision today...</i>

Hey [Name],

Welcome to the **[Brand Name]** family! ■

[Brand Name] is here to prove that looking confident is easy and affordable. As a thank-you gift, we prepared **15% OFF** for your first purchase — valid for 48 hours only!

Promo code: **WELCOME15**

Warmly,

[Brand Name] Team

Open Rate: 47.2% (Benchmark: 20-25%) | Click Rate: 9.8% (Benchmark: 2-5%)

[CLAIM YOUR 15% DISCOUNT →]

PROJECT 02 — Flash Sale Announcement (Digital Course)

Client Type	Online Course Creator — Dummy Project
Goal	Drive course sales within a 24-hour window
Tools	Mailchimp · Google Docs · Hemingway App
Result (Projected)	Open Rate: 52% · Revenue: \$3,200 (simulated 500 subscribers)

DARI: Rullita Dwi Eviantini <rullita@email.com>

KEPADA: Subscribers Anda

SUBJECT: **[24 HRS ONLY] This course drops 70% — Grab it now ■**

PREVIEW: *This price will NOT come back after midnight...*

Hey [Name],

I know you've been thinking about this course for a while.

Today, I'm removing every reason for you to delay.

Email Marketing Masterclass — from \$99 down to just **\$29**

- How to write emails people WANT to read
- Automation sequences that earn while you sleep
- A/B testing strategies to triple your conversions

Offer ends at 11:59 PM. No extensions.

[CLAIM FLASH SALE PRICE →]

PORTFOLIO: COPYWRITING

Good copywriting isn't just beautiful words — it's words that SELL. Every copy below is crafted using the AIDA framework and tailored to a specific target audience.

PROJECT 03 — Landing Page Copy (Online Course)

Client Type	Online Educator / Coach — Dummy Project
Framework	AIDA + PAS (Problem-Agitate-Solution)
Target Audience	Beginner freelancers aged 20-30 seeking extra income
Goal	Convert website visitors into course buyers

■ HEADLINE

Stop Working Hard for Nothing.
It's Time to Work SMART From Home.

■ SUBHEADLINE

A 4-week program to earn \$500–\$1,500/month as a Virtual Assistant — even if you're starting from scratch.

■ PAIN POINT

You work hard every day... but your paycheck stays the same.
You want flexibility, but don't know where to start.

■ SOLUTION

VA Accelerator teaches in-demand skills, ready-to-use templates, and guides you until you land your first client.

■ CTA

ENROLL NOW — Only 50 Spots Available!
14-day money-back guarantee if you're not satisfied.

PROJECT 04 — Ad Copy (Facebook/Instagram)

Client Type	Skincare Brand — Dummy Project
Format	Facebook/Instagram Feed Ad — Short Form
Goal	Increase click-through rate to product page

VERSION A — Emotional Hook

Your skin tells a story.
Don't let it tell a story of exhaustion.

[Skincare Brand] — Lightweight formula, real results in 7 days.
Try the starter kit for just \$9.

■ Tap the link in bio.

VERSION B — Urgency + Social Proof

1,200+ women have already proven it.
Ready for your turn?

[Brand] serum sold out 3x faster this month — and there's a reason.
Limited stock. Free shipping for the next 50 buyers. ■

■ PORTFOLIO: ADMIN SUPPORT

As an Admin VA, I help businesses run more efficiently — from schedule management to research and reporting, all handled with precision and on-time delivery.

PROJECT 05 — Calendar & Task Management System Setup

Client Type	Consultant / Solopreneur — Dummy Project
Problem	Client overwhelmed managing schedule, frequent double-bookings, lost important tasks
Tools	Google Calendar · Trello · Notion · Zapier
Deliverable	Integrated schedule management system + SOP documentation

SYSTEM BUILT:

- 1 Audit & Mapping** — Identify all recurring tasks, meetings, and deadlines for the first week
- 2 Calendar Structuring** — Set up Google Calendar with color-coding per category
- 3 Trello Workflow** — Build Kanban board: Backlog → In Progress → Review → Done
- 4 Notion Dashboard** — Weekly planner + meeting notes template + task tracker
- 5 Automation** — Zapier: every completed Trello task → auto-updates Google Sheet report
- 6 SOP Documentation** — Simple system usage guide written for the client

PROJECT 06 — Research & Report: Competitor Analysis

Client Type	Digital Agency — Dummy Project
Task	Research 5 main competitors: pricing, services, strengths, weaknesses
Tools	Google · LinkedIn · Google Sheets
Output	8-page competitor report + positioning strategy recommendations

Competitor	Main Service	Price/Month	Strength	Weakness
Competitor A	Email + Content	\$250/mo	Strong portfolio	Slow response
Competitor B	Admin + CS	\$200/mo	Affordable	Inconsistent quality
Competitor C	Full VA Package	\$350/mo	Premium service	Too exp. for SMBs
Rullita (You)	Email+Copy+Admin+CS	\$180-280/mo	Bilingual + Fast	Building portfolio

■ Delivered in 3 business days — 2 days ahead of the agreed deadline.

■ PORTFOLIO: CUSTOMER SUPPORT

Great customer support isn't just answering questions — it's building trust and loyalty. I'm trained to handle all kinds of situations with empathy, professionalism, and the right solutions.

PROJECT 07 — Customer Support Simulation (E-Commerce)

Client Type	Online Store — Dummy Project
Scenario	Handling complaints: delayed order + damaged product
Channel	Email Support + Live Chat (simulation)
Tools	Freshdesk · Gmail · Template Library

■ SCENARIO 1: Delayed Order

CUSTOMER: *Customer: 'My order has been 10 days and still hasn't arrived! This is unacceptable!'*

VA RESPONSE:

Hi [Name], thank you for reaching out. I completely understand how frustrating this must be, and I sincerely apologize for the inconvenience. ■

Let me check your order status right now... Your order is currently in transit and estimated to arrive within 1-2 business days. As compensation for the delay, we'll add a \$5 voucher to your next purchase. ■

■ SCENARIO 2: Damaged Product

CUSTOMER: *Customer: 'The item I received is defective! I want a refund right now!'*

VA RESPONSE:

Hi [Name], I'm so sorry to hear about this experience. You absolutely deserve a perfect product. ■

To process your replacement or refund quickly, could you please share a photo of the damaged item and your order number? Once received, we'll process it within 24 hours. Your choice: new product or full refund — completely up to you. ■

PROJECT 08 — FAQ & Help Center Writing

Client Type	SaaS Startup — Dummy Project
Task	Write 15 FAQ articles for the product Help Center
Tools	Notion · Intercom Help Center · Grammarly
Output	15 publish-ready FAQ articles + Knowledge Base Structure

Q: How do I change my account password?

A: Go to Settings → Account → Security → Change Password. Enter your old password, then create a new one with at least 8 characters (letters + numbers + symbols). Click Save and check your confirmation email. If you've forgotten your old password, use the Forgot Password button on the login page.

Q: Is my data safe on this platform?

A: Your data security is our top priority. All data is encrypted with 256-bit SSL and stored on servers that comply with ISO 27001 standards. We never sell your data to third parties.

■ MY WORK PROCESS

1. BRIEF & ONBOARDING	We discuss your needs, goals, and expectations. I make sure I fully understand your business before starting.
2. RESEARCH & PLANNING	I research the industry, competitors, and target audience to ensure the right strategy.
3. EXECUTION	Work is done to high standards using professional tools. Progress is updated regularly.
4. REVISION & FEEDBACK	Open to feedback and revisions — until you're truly satisfied with the result.
5. DELIVERY & REPORT	Delivered on time with a transparent, measurable results report.

READY TO WORK TOGETHER?

SIAP BEKERJA SAMA?

Let's discuss how I can help your business thrive.
Mari diskusi bagaimana saya bisa membantu bisnis Anda berkembang.

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