

Growing together for the better

P O R T F O L I O

ARIEF KURNIADI

@heyariefkrnd

@heyariefkrnd

About Me

I am looking forward to give my all into the realm of marketing assistant, where I am able to help small business owners and aspiring entrepreneurs to free up their time and refocus what they can do best, by taking on the administrative, technical, and creative task.

I am READY to help you to elevate your business!



“G’day to you!”

@heyariefkrnd

My Services

Introducing myself @hiariefkrnd, mainly sharing about self-improvement, mental health, productivity in life, and life as a freelancer. My diverse portfolio covers most of your needs in order to connect business owners, entrepreneurs, and freelancers to one another.

Email Management

- Inbox Organization
- Email Filtering
- Email Folders & Archiving

Scheduling Management

- Scheduling
- Reminders
- Meeting Coordination
- Time Optimization

Market Research & Competitor Analysis

- Market & Competitor Research
- Content Creation
- Product & Service Scout
- Pricing Analysis

Email Marketing

- Strategic Campaigns
- Automation Implementation
- List Segmentation
- Campaign Performance Monitoring

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Talent Headhunting & KOL Specialist

- Community & Network Utilisation
- Social Media Wide Range Search
- Influencer Search & Selection

Solutions

Myself @heyariefkrnd offer a comprehensive range of services and solutions designed to meet the diverse needs of the global market. I will provide innovative, collaborative, efficient, and reliable solutions to my clients.

Scheduling Management Showcase

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In a previous role supporting a small but fast-paced remote team, meetings were frequently overlapping, deadlines were slipping, and team members were often unclear about their daily priorities due to poor calendar and task coordination.

I was assigned to take full ownership of scheduling and calendar management to streamline workflows, reduce time conflicts, and ensure the team could focus on high-priority work without distractions.

I began by implementing a shared calendar system using Google Calendar and integrated it with tools like Slack and project management platforms (e.g., Asana or ClickUp). I created a standardized process for booking meetings, added buffer times to prevent burnout, and blocked focus hours for deep work. I also introduced a weekly agenda summary email and proactively rescheduled or flagged conflicts ahead of time to avoid last-minute changes.

The team reported a 60% reduction in missed or overlapping meetings, and team leads expressed increased clarity and productivity in their daily workflows. The streamlined schedule also allowed for more focused work time, leading to more consistent task delivery and higher team satisfaction.

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Market Research & Competitor Analysis Showcase

A client launching a new product in the e-commerce skincare niche needed clear insights into market trends, customer preferences, and key competitors to position themselves effectively and avoid entering a saturated space blindly.

I was responsible for conducting detailed market research and a competitor analysis to identify gaps, opportunities, and strategic positioning for the product launch.

I gathered data from industry reports, keyword trends, customer reviews, and social media behavior. I also analyzed competitors' pricing, branding, content strategies, and customer engagement across platforms like Instagram, Amazon, and Shopify. I compiled the findings into a visual report that included a SWOT analysis, customer persona profiles, and actionable recommendations for differentiating the brand and pricing the product competitively.

The client used the insights to reposition their product, tailor their messaging, and launch a pre-order campaign that sold out 80% of their initial inventory within the first two weeks. They also avoided direct competition with top-tier brands by targeting a clearly defined niche audience.

| Competitor Analysis | | | | |
|--|--|--|---|--|
| | D | E | F | |
| | ThreeBouquets | Delovery | Bloomwoodflorist | |
| Client website | https://threebouquets.com/ | https://www.delovery.com/ | https://bloomwoodflorist.com/ | |
| Client social media | https://www.instagram.com/threebouquets/# | https://www.instagram.com/delovery.id/# | https://www.instagram.com/bloomwoodflorist/# | |
| Client total | 26,8K | 10,8K | 15,4K | |
| Client summary | ThreeBouquets is the lowest tier out of all three, price point starts low and the highest price is still lower than the other two | Delovery seems to be the middle ground of all three | Bloomwoodflorist seem to be the highest tiered out of all three, price point is steep | |
| Client service description | Offer 11 type of flower arrangements, cake gift, and custom order | Total of 13 occasion variations and 10 type of flower arrangements (not only bouquets), targeted mostly to graduation celebrations | Targeted towards gifting, celebration, and condolences, mostly only bouquets | |
| Client price | 150K - 1500K | 200K - 2000K | 500K - 2000K | |
| Client audience | Including decoration for car trunks, table and many more | Including corporate | Gen Z | |
| Client testimonials | Responsive customer service and the flowers look exactly like the ones advertised | Responsive customer service and the flowers look exactly like the ones advertised | Good colour of the flowers and safe delivery | |
| Client strengths | 1 - can do custom order 2 - ships nationwide | 1 - not only providing bouquets 2 - ships nationwide 3 - same day delivery available | 1 - there's dried and stock flowers 2 - same day delivery available | |
| Client weaknesses | 1 - they hide their number of likes in each post 2 - no dried and stock flower options 3 - the flower arrangements can dry up real quick | 1 - too many selections, people can get confused 2 - no dried and stock flower options | 1 - only operates in Jakarta 2 - open only during normal office hours (Mon - Fri, 9 - 5) | |
| different range of prices, strengths and weaknesses, and target audience. From highest tier to the lowest which are ThreeBouquets. All three florist store has their appropriate strengths and weaknesses. All the testimonials seem to be giving good reviews. Since the assignment document does not give any information about the client's details, none can be said on how to | | | | |

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Email Marketing Showcase

While working with a growing e-commerce brand, they faced a challenge with low engagement from their email subscribers and minimal repeat purchases through email campaigns.

I was brought in to revamp their email marketing strategy and increase customer retention through more effective and personalized campaigns.

I conducted a deep analysis of customer behavior and purchase patterns, then segmented the email list based on this data. I introduced automated email flows such as abandoned cart reminders, post-purchase sequences, and personalized product recommendations. Additionally, I redesigned email templates to be visually appealing and mobile-responsive, while continuously running A/B tests on subject lines, content blocks, and send times to optimize performance.

Within three months, the brand experienced a 45% increase in open rates, a 30% boost in click-through rates, and a 20% uplift in repeat purchases directly attributed to the email campaigns.

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Feeling stuck?

Unlock New Tools for Happiness & Wellbeing



WHAT MAKES ME DIFFERENT

I take a friendly and collaborative approach, tailoring my sessions to your unique needs. I believe in creating a safe space where you can feel heard and supported.

Ready to take the first step towards a happier, healthier you?

Here's the good news,

Life can get hectic sometimes, right? Maybe you're feeling stressed or overwhelmed, and it's impacting your daily life. Or maybe you're simply looking for ways to feel happier and more fulfilled.

You don't have to go through this alone. As a psychologist, I help individuals like you develop healthy coping mechanisms, improve emotional well-being, and reach their full potential.

In my sessions, we can work together to: manage stress and anxiety; build resilience and self compassion; improve communication and relationship skills; navigate life transition; achieve personal growth goals.

Schedule a FREE 15-minute consultation to discuss your goals and see if I'm the right fit for you! Click here: [\[Link to Appointment Booking Page\]](#)

Learn more about my services and approach on my website: [\[Link to Psychologist Website\]](#)

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Talent Headhunting & KOL Specialist Showcase

A DTC fashion brand I worked with was struggling to get consistent ROI from influencer marketing. Their past KOL collaborations were one-off and lacked structure, leading to unpredictable results and low brand recall.

I was brought in to build and manage a structured KOL strategy that would improve brand visibility, drive engagement, and ultimately increase sales through influencer partnerships.

I started by identifying relevant micro and mid-tier influencers whose audiences aligned with the brand's target market. I then negotiated collaboration terms, developed clear content briefs, and tracked deliverables using influencer management tools. I also implemented a tracking system using UTM codes and affiliate links to measure performance and optimize future campaigns based on actual data, not just vanity metrics.

Within the first 2 months, influencer-driven content led to a 3x increase in Instagram engagement and a 22% uplift in referral traffic to the brand's website. One particular mid-tier influencer campaign drove over \$7,000 in tracked sales within a week, prompting the brand to scale its influencer budget for the next quarter.

@heyariefkrnd

Let's collaborate!

Email: hello@ariefkurniadi.xyz

Website: <https://ariefkurniadi.xyz>

Instagram: @heyariefkrnd

LinkedIn: <http://linkedin.com/in/arief-kurniadi08>

