

Administrative VA Task

Administrative VA Tasks - Case Study

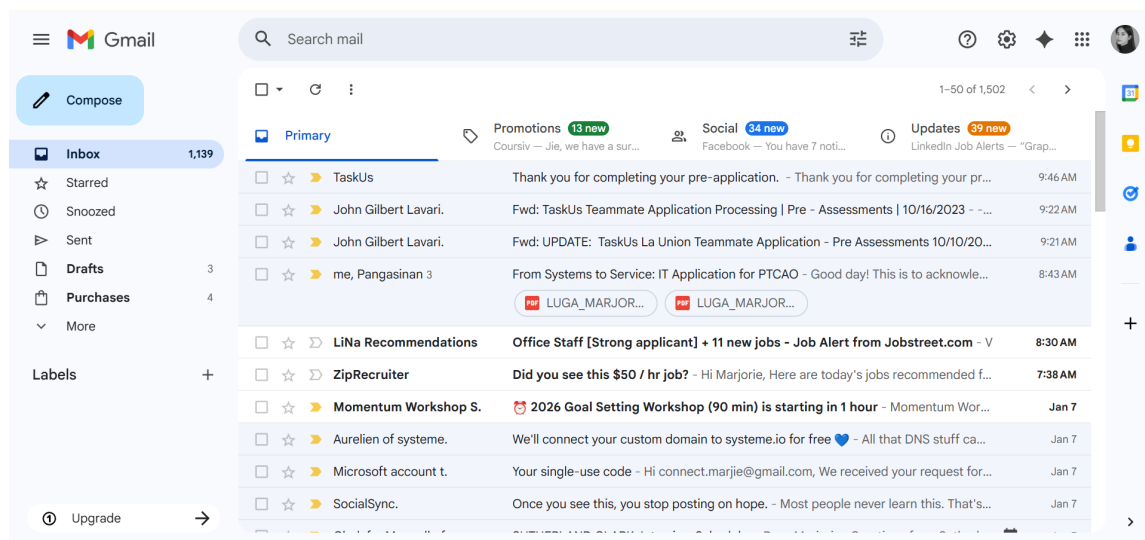
By Marjorie Luga – Admin Virtual Assistant

📌 Email Management for a Personal Email

Challenge

The client struggled with an overloaded inbox containing **1,500+ emails**, causing **missed follow-ups**, **slow response times**, and daily overwhelm.

Before



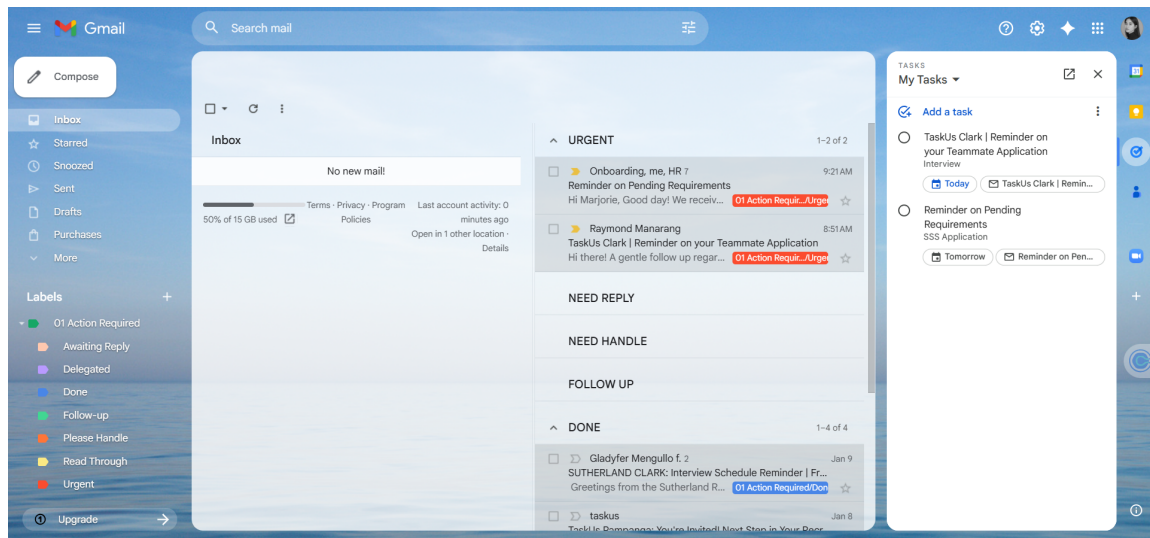
Solution

I implemented a structured Inbox Management Workflow which I designed to create a scalable, long-term email system.

Audit → Sweep → Maintenance

I transformed a cluttered inbox into a fully organized, actionable system, implementing labels, priorities, automated sorting, templates, and an Inbox Zero workflow to improve responsiveness and reduce stress.

After



- Reduced inbox volume by **90%+** through cleanup, archiving, and unsubscribing
- **Achieved Inbox Zero**, eliminating email clutter and confusion
- Improved response time by **60–80%**, enabling faster client and stakeholder communication
- **Prevented missed follow-ups** and lost emails (0 missed messages)
- Saved an estimated **5–8 hours** per week previously spent searching and sorting emails

Result: Inbox Zero. Faster response times, zero lost emails, reduced stress, and improved productivity

Impact

The client now operates with a clear, stress-free inbox, allowing them to focus on high-value work instead of email chaos.

Calendar Management for a Coach Client

Challenge

The client had a busy, **unstructured weekly calendar**, leading to **missed preparation time**, **overlapping commitments**, **inconsistent scheduling**, and **reduced productivity**.

Solution

I organized a 1-week business trip for a CEO with curated travel options, a color-coded, time-blocked calendar, and a professional itinerary integrating meetings, dining, and leisure. The system streamlined decisions and ensured the client stayed on schedule without stress.

One-Week Calendar Management for a Coach Client



Result: Fully actionable, visually clear calendar → no missed sessions, deadlines tracked, client workflow optimized, and productivity increased.

Impact

The client now operates with a clear, stress-free, and fully optimized calendar, allowing them to focus on high-value coaching, client delivery, and business growth.

📌 File Organization for Startup Company

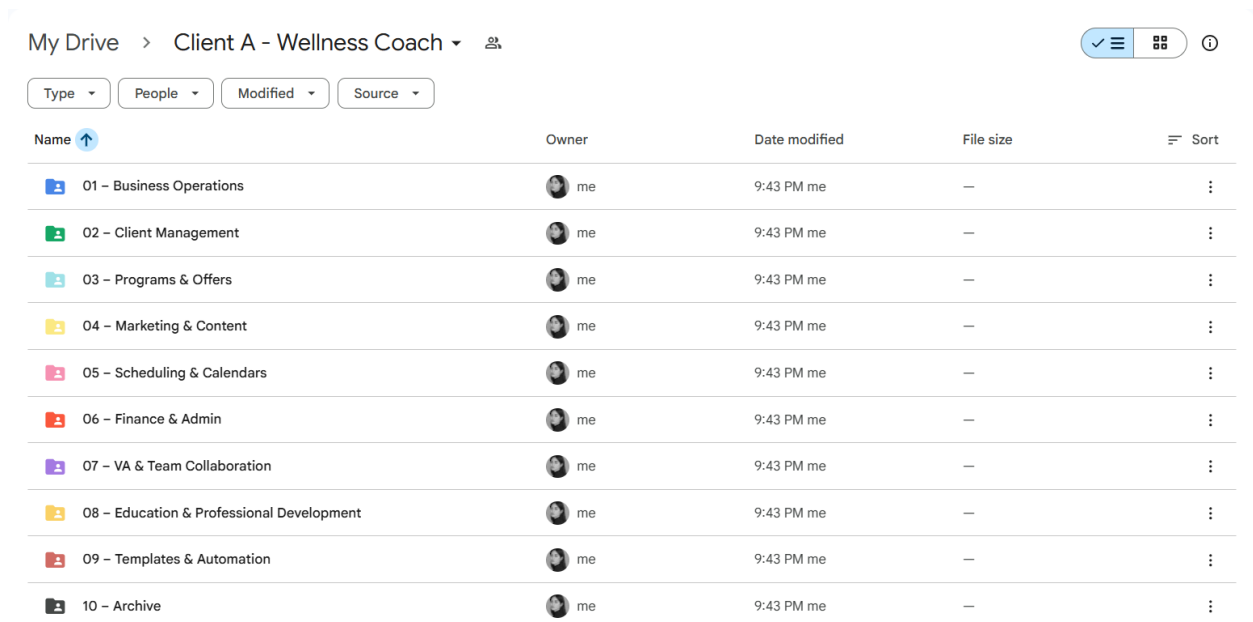
Challenge

The client's digital files were **scattered, inconsistently named**, and difficult to navigate, causing **wasted time searching** for documents, **duplicated files, process confusion**, and **inability to delegate tasks**.

Solution

I created a scalable digital file system with structured folders, standardized naming, shared team access, and support for templates and automation, eliminating duplicates and improving workflow efficiency.

File Management for Coach Client. Access [here](#).



The screenshot shows a Google Drive interface for a folder named 'Client A - Wellness Coach'. The interface includes a breadcrumb trail 'My Drive > Client A - Wellness Coach', filter buttons for 'Type', 'People', 'Modified', and 'Source', and a table of folders. Each folder is represented by a colored icon, a name, an owner (all are 'me'), a date modified (all are '9:43 PM me'), a file size (all are '—'), and a sort icon (all are vertical ellipses).

Name	Owner	Date modified	File size	Sort
01 – Business Operations	me	9:43 PM me	—	⋮
02 – Client Management	me	9:43 PM me	—	⋮
03 – Programs & Offers	me	9:43 PM me	—	⋮
04 – Marketing & Content	me	9:43 PM me	—	⋮
05 – Scheduling & Calendars	me	9:43 PM me	—	⋮
06 – Finance & Admin	me	9:43 PM me	—	⋮
07 – VA & Team Collaboration	me	9:43 PM me	—	⋮
08 – Education & Professional Development	me	9:43 PM me	—	⋮
09 – Templates & Automation	me	9:43 PM me	—	⋮
10 – Archive	me	9:43 PM me	—	⋮

- Reduced file search time by 80–90%
- Eliminated duplicate files and version confusion (0 file conflicts)
- Improved workflow efficiency by 40–60% through structured organization
- Saved an estimated 3–5 hours per week previously spent locating files

Result: Client can now locate any document in seconds, reduce duplication, maintain consistent processes, and delegate with confidence.

Impact

The client now operates with a clean, structured, and scalable digital workspace, allowing them to work faster, delegate confidently, and maintain consistent business processes.

Executive VA Task

Executive Travel & Calendar Management for a CEO

By Marjorie Luga – Executive Virtual Assistant

Case Study with Mock Client Scenario	
Client:	Jie Weeknd - CEO of a Coaching Business (Simulated)
Event:	NYC Business and Leadership Summit 2026
Dates:	Mar 9, 2026 to Mar 14, 2026
Location:	📍 AMA Conference Center New York City
Purpose:	3-Day Tech Leadership Conference & Investor Meetings
Trip Duration:	1 week (Business-focused with 2 touring days)

Mock Client Travel Preferences (Summary)

- Trip Style: Busy business schedule with 2 days of light cultural touring
- Activities: Museums and relaxed sightseeing (non-adrenaline)
- Flight: Business Class from Adelaide (ADL) to New York with 1–2 layovers
- Preferred Airlines: Qantas, Singapore Airlines, Emirates, Cathay Pacific (flexible)
- Hotel: 4–5 star business hotel in Midtown Manhattan, within 20–30 minutes of the venue
- Room Requirements: Quiet room, work desk, strong Wi-Fi, gym access
- Transport: Private airport transfers or Uber Black; Rent a luxury car. SUV is better.
- Dining: Prefers Italian, Japanese, modern American, and steakhouse
- Schedule Preference: Arrival at least 1 day early.

Challenge

The client, a busy CEO of a coaching business, needed a fully organized 1-week business trip to New York for a leadership summit. Key challenges included:

- Coordinating 5+ travel categories (flights, hotels, car rentals, airport transfers, and dining) with multiple booking options.
- Balancing business, investor meetings, and leisure in a tight schedule.
- Avoiding stress, delays, and back-and-forth communication.

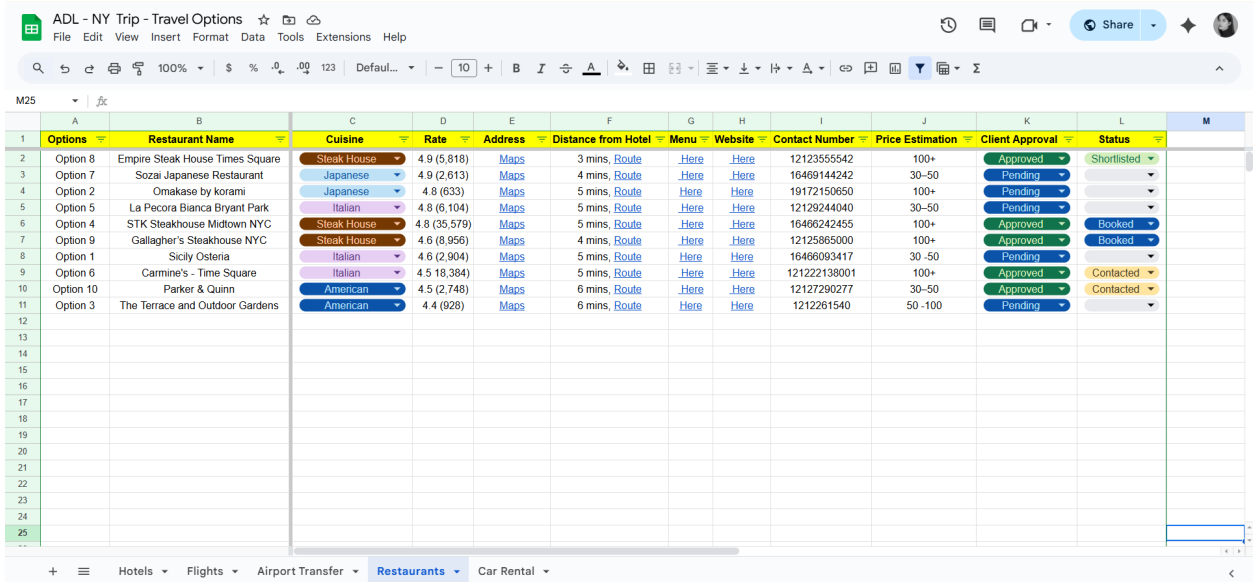
Busy executives often struggle with time-consuming travel planning, which distracts from high-priority business activities. The client needed a trusted VA to manage every detail efficiently.

Solution

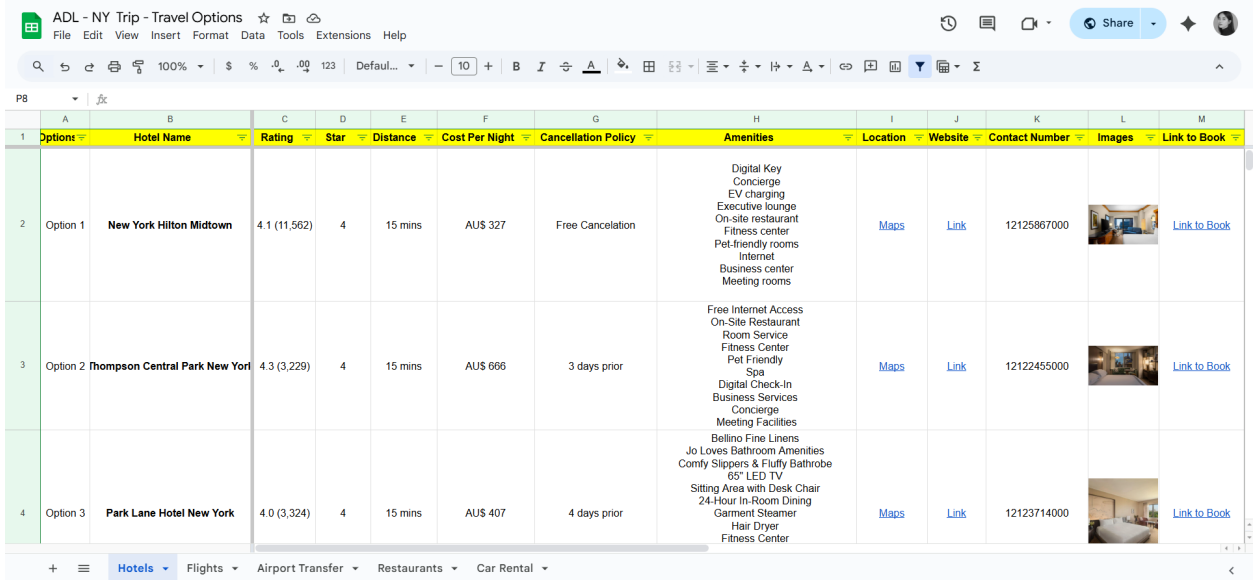
I provided end-to-end executive travel and calendar management, tailored to the CEO's preferences.

- Centralized Travel Dashboard ([Click to view](#))

I provided a travel option dashboard and curated 15+ options for flights, hotels, car rentals, transfers, and restaurants. Included status dropdowns, automated updates, and direct booking links for fast, informed decision-making.



Options	Restaurant Name	Cuisine	Rate	Address	Distance from Hotel	Menu	Website	Contact Number	Price Estimation	Client Approval	Status
Option 8	Empire Steak House Times Square	Steak House	4.9 (5,818)	Maps	3 mins	Route	Here	12123555542	100+	Approved	Shortlisted
Option 7	Sozai Japanese Restaurant	Japanese	4.9 (2,613)	Maps	4 mins	Route	Here	16469144242	30-50	Pending	
Option 2	Omakase by korami	Japanese	4.8 (633)	Maps	5 mins	Route	Here	19172150650	100+	Pending	
Option 5	La Pecora Bianca Bryant Park	Italian	4.8 (6,104)	Maps	5 mins	Route	Here	12129244040	30-50	Pending	
Option 4	STK Steakhouse Midtown NYC	Steak House	4.8 (35,579)	Maps	5 mins	Route	Here	16466242455	100+	Approved	Booked
Option 9	Gallagher's Steakhouse NYC	Steak House	4.6 (8,956)	Maps	4 mins	Route	Here	12125865000	100+	Approved	Booked
Option 1	Sicily Osteria	Italian	4.6 (2,904)	Maps	5 mins	Route	Here	16466093417	30-50	Approved	
Option 6	Carmine's - Time Square	Italian	4.5 (8,384)	Maps	5 mins	Route	Here	121222138001	100+	Approved	Contacted
Option 10	Parker & Quinn	American	4.5 (2,748)	Maps	6 mins	Route	Here	12127290277	30-50	Approved	Contacted
Option 3	The Terrace and Outdoor Gardens	American	4.4 (928)	Maps	6 mins	Route	Here	1212261540	50-100	Pending	



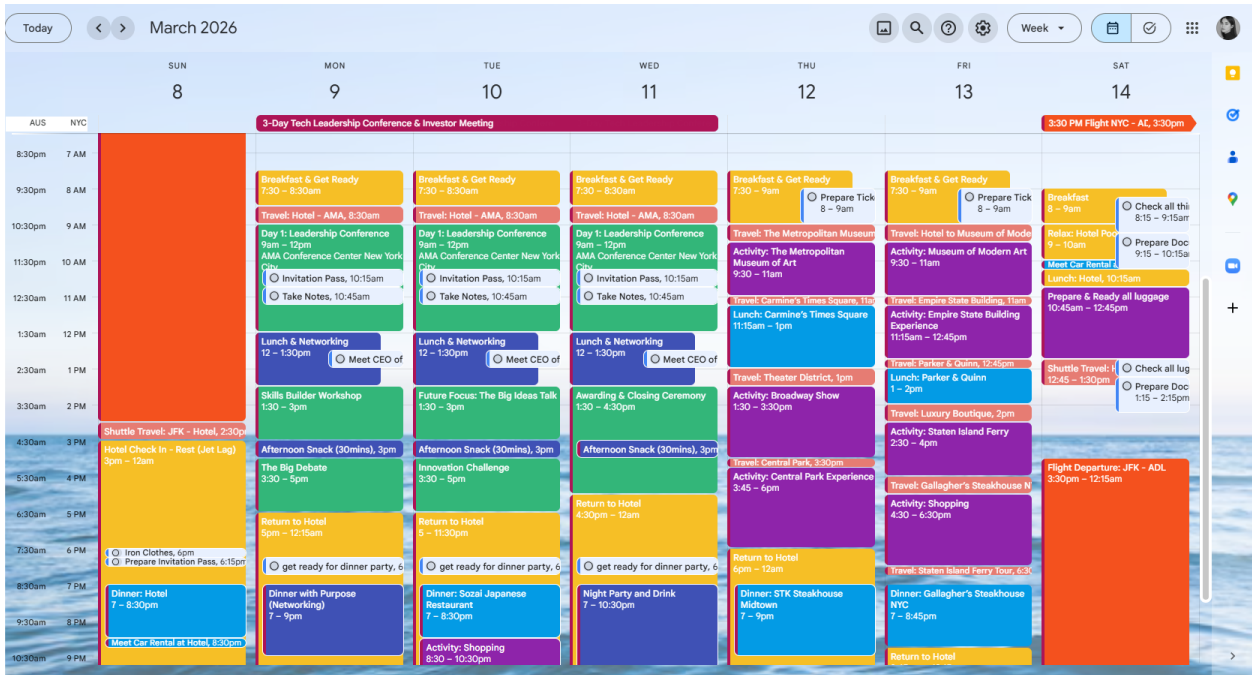
Options	Hotel Name	Rating	Star	Distance	Cost Per Night	Cancellation Policy	Amenities	Location	Website	Contact Number	Images	Link to Book
Option 1	New York Hilton Midtown	4.1 (11,562)	4	15 mins	AUS 327	Free Cancellation	Digital Key Concierge EV charging Executive lounge On-site restaurant Fitness center Pet-friendly rooms Internet Business center Meeting rooms	Maps	Link	12125867000		Link to Book
Option 2	Thompson Central Park New York	4.3 (3,229)	4	15 mins	AUS 666	3 days prior	Free Internet Access On-Site Restaurant Room Service Fitness Center Pet Friendly Spa Digital Check-In Business Services Concierge Meeting Facilities	Maps	Link	12122455000		Link to Book
Option 3	Park Lane Hotel New York	4.0 (3,324)	4	15 mins	AUS 407	4 days prior	Bellini Fine Linens Jo Loves Bathroom Amenities Comfy Slippers & Fluffy Bathrobe 65" LED TV Sitting Area with Desk Chair 24-Hour In-Room Dining Garment Steamer Hair Dryer Fitness Center	Maps	Link	12123714000		Link to Book

Result:

75% reduction in planning time, saving the CEO 10+ hours of research.

100% elimination of back-and-forth communication for travel decisions.

- Time-Blocked, Color-Coded Calendar
I created a color-coded, time-blocked, timezone-ready calendar with clear notes, buffer times, and priority labeling — enabling the client to stay on track without cognitive overload.



Result:
7-day schedule fully organized, allowing smooth transitions between business and leisure activities. No missed activities and events.

- Professional End-to-End Executive Itinerary ([Click to view](#))
I designed a clean, executive-style itinerary that integrates business events, meetings, airport transfers, hotel details, dining plans, and leisure activities — ensuring a smooth, professional travel experience..

NYC BUSINESS & LEADERSHIP SUMMIT TRAVEL ITINERARY PURPOSE: 3-DAY TECH LEADERSHIP CONFERENCE & INVESTOR MEETING DATE: MARCH 8-14, 2025 LOCATION: AMA CONVENTION CENTER, NYC			DAY 3 - CONFERENCE DAY 2 – MARCH 10, 2026 (TUESDAY)			DAY 6 - MUSEUMS & CITY TOUR – MARCH 13, 2026 (FRIDAY)		
DAY 1 - MARCH 8, 2026 (SUNDAY)			DAY 4 - CONFERENCE DAY 3 – MARCH 11, 2026 (WEDNESDAY)			DAY 7 - DEPARTURE DAY – MARCH 14, 2026 (SATURDAY)		
2:15 PM ● Arrival at JFK International Airport (ADL → JFK)			7:30 AM ● Breakfast at hotel			8:00 AM ● Breakfast at hotel		
2:30 PM ● Private shuttle transfer to hotel (BOOKED)			9:00 AM ● Leadership Session			9:00 AM ● Hotel Private Pool (RESERVED)		
3:00 PM ● Hotel check-in New York Hilton Midtown (BOOKED)			12:00 PM ● Hosted Conference Lunch			10:15 AM ● Early Lunch at Hotel		
3:30 PM ● Car rental meet-up at hotel (BOOKED)			1:30 PM ● Future Focus: The Big Ideas			12:00 PM ● Car Rent Return (CONFIRMED)		
7:00 PM ● Dinner at hotel restaurant (RESERVED)			3:00 PM ● Afternoon Break			12:45 PM ● Private Airport Transfer to JFK (BOOKED)		
DAY 2 - CONFERENCE DAY 1 – MARCH 9, 2026 (MONDAY)			3:30 PM ● Innovation Challenge			3:30 PM ● Departure Flight JFK → ADL (FLIGHT BOOKED)		
7:30 AM ● Breakfast at hotel			5:00 PM ● Return to hotel			7:00 PM ● Dinner, Networking Party & Drinks with Co-CEOs (RESERVED)		
9:00 AM ● Leadership Summit & Opening Ceremony			7:00 PM ● Dinner at Sozai Japanese Restaurant NYC (BOOKED)			Emergency & Local Support – New York City		
12:00 PM ● Hosted Conference Lunch			8:30 PM ● Shopping Time			Emergency Services (Police / Fire / Medical): 911		
1:30 PM ● Skills-Building Workshop			DAY 5 - CULTURAL TOURING DAY – MARCH 12, 2026 (THURSDAY)			Mount Sinai West Hospital, NYC		
3:00 PM ● Afternoon Break			7:30 AM ● Breakfast at hotel			+1 212-523-4000		
3:30 PM ● The Big Debate			9:30 AM ● Visit The Metropolitan Museum of Art (BOOKED)			Australian Consulate-General – NYC		
5:00 PM ● Return to hotel			11:15 PM ● Lunch at Carmine's Times Square (BOOKED)			+1 212-351-6500		
5:00 PM ● Executive Dinner with Co-CEOs at The Terrace and Outdoor Gardens (RESERVED)			1:30 PM ● Awarding & Closing Ceremony-Building Workshop			Hotel Support – New York Hilton Midtown		
			3:00 PM ● Afternoon Break			+1 212-586-7000		
			4:30 PM ● Return to hotel			Planned to ensure a smooth and productive trip.		
			7:00 PM ● Dinner, Networking Party & Drinks with Co-CEOs (RESERVED)			For any updates or assistance, message me via WhatsApp.		
			DAY 6 - MUSEUMS & CITY TOUR – MARCH 13, 2026 (FRIDAY)			Marjorie Executive Virtual Assistant		
			7:30 AM ● Breakfast at hotel			connect.marjie@gmail.com		
			9:30 AM ● Visit Museum of Modern Art (TICKET BOOKED)			WhatsApp: +63 985 237 8371		
			11:15 PM ● Lunch at Parker & Quinn (BOOKED)					
			1:30 PM ● Staten Island Ferry Experience (TICKET RESERVED)					
			4:00 PM ● Personal Shopping					
			7:00 PM ● Dinner at Gallagher's Steakhouse NYC (BOOKED)					

Result:

Executive-ready itinerary delivered, ensuring all travel and business details were clear and actionable without worrying what's next.

Impact

The CEO experienced a stress-free, highly productive business trip, fully focused on conference sessions, investor meetings, and networking opportunities. This system ensured:

- 100% on-time adherence to the schedule
- Zero missed meetings or delays
- Maximum ROI from time and productivity, demonstrating the measurable value of a skilled Executive VA.