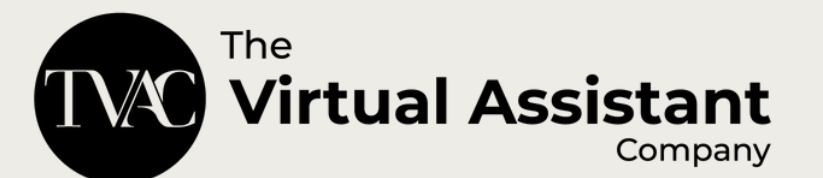


# Company Overview and Portfolio

Last updated: 13.02.2024

thevirtualassistantco.com  
hello@thevirtualassistantco.com  
0800 689 5759 / 07861 716 361



# About

Formed in 2015 and incorporated in 2019, we're a family-run, multi-award-winning team of dedicated Virtual Assistants and Remote Specialists.

**Our mission is to empower businesses with the support they need to grow, thrive and succeed.**

We're in business because we believe in doing the **right thing**, at the **right price**, with the **right attitude**.



# The Team

We're a multi-award-winning team of Virtual Assistants and Remote Specialists based in the U.K.

From creative design and clever marketing to social media support and admin assistance, you can get the support you need, all in one place.

Here are just some of the things we can help with:

## Admin

**GENERAL ADMIN**

**PROPERTY ADMIN**

**PERSONAL ADMIN**

## Creative

**GRAPHIC DESIGN**

**SOCIAL MEDIA**

**WEB DESIGN**

## Technical

**MARKETING SUPPORT**

**TECH SUPPORT**

**AND MORE...**



# Our Mission

To empower businesses with the support they need to grow, thrive and succeed.

"We love what we do. It's a great feeling to know you are helping another business to grow and succeed."

**Bethan Trueman, Lead VA & Co-Founder**





# Our Work

We've been supporting busy business owners, families and entrepreneurs since 2015, helping them to **free up time, get more done** and **focus on the things that matter most**.

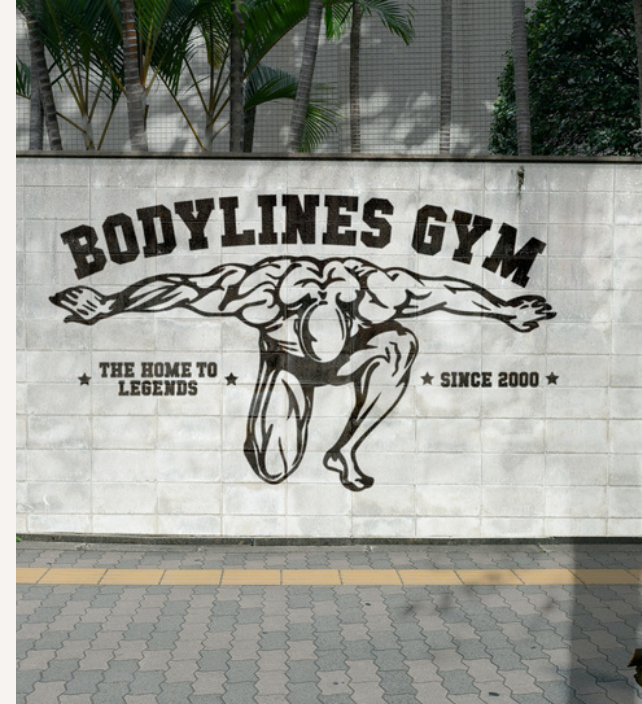
We exist to support businesses and busy individuals by making their lives easier. If you're looking for a Virtual Assistant who is just as invested in your success as you are, you're in the right place.

We support clients with a whole host of services, from traditional PA and admin support to creative and specialised support.

If you are looking for examples of our design and marketing work, you can find some examples in this brochure.



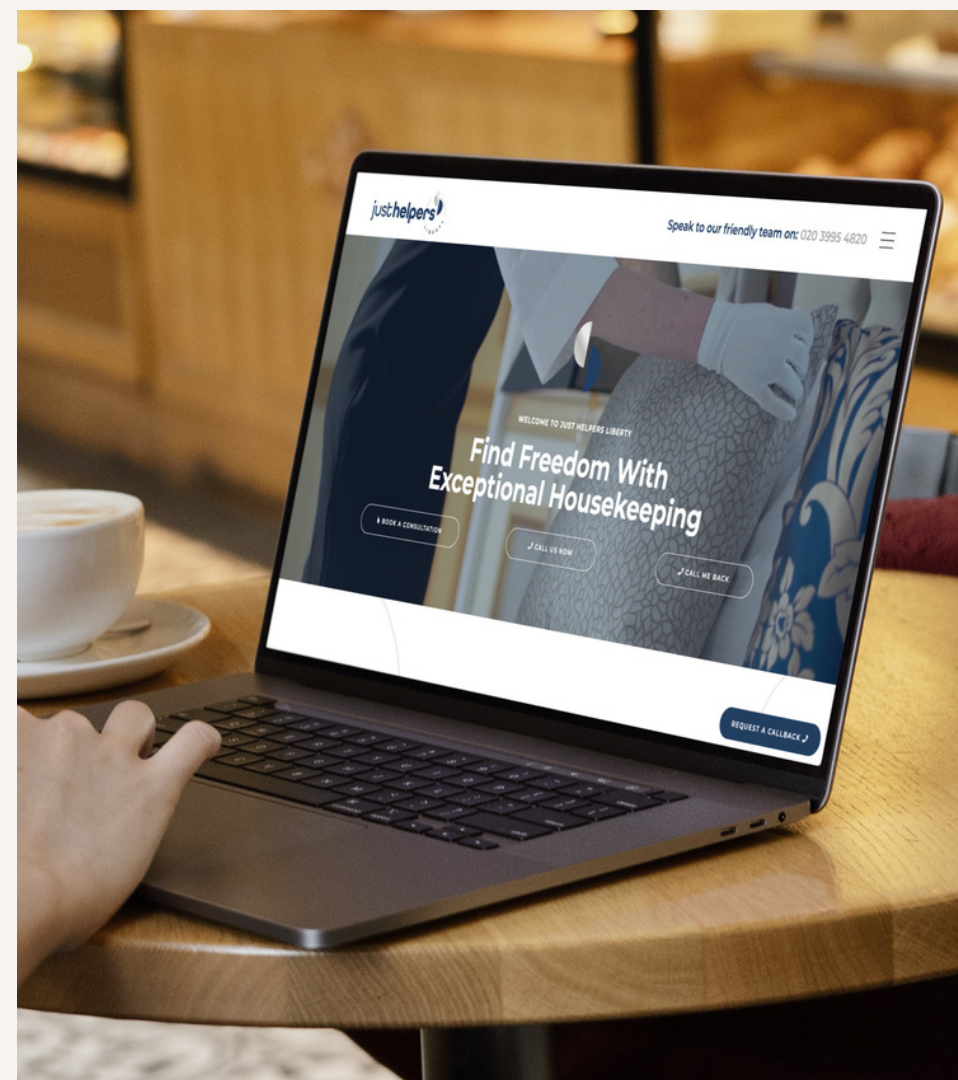
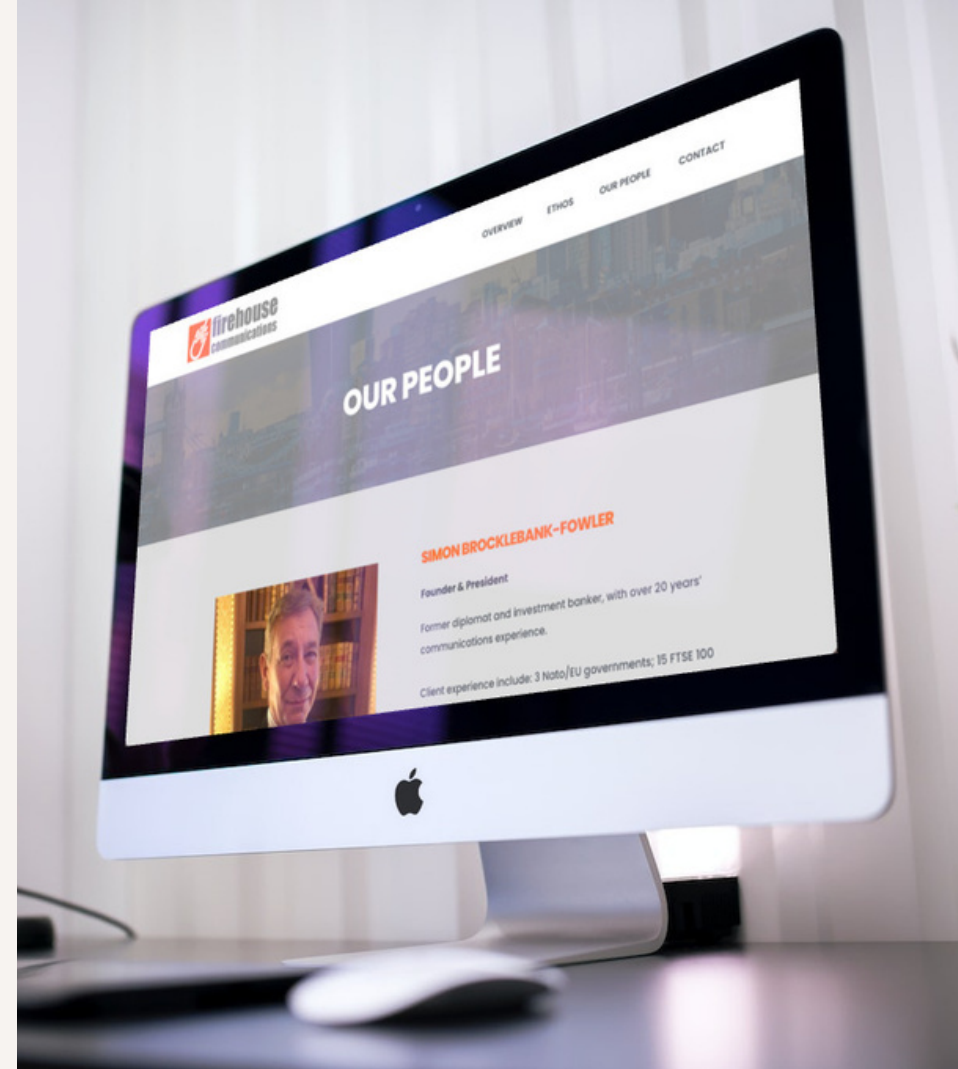
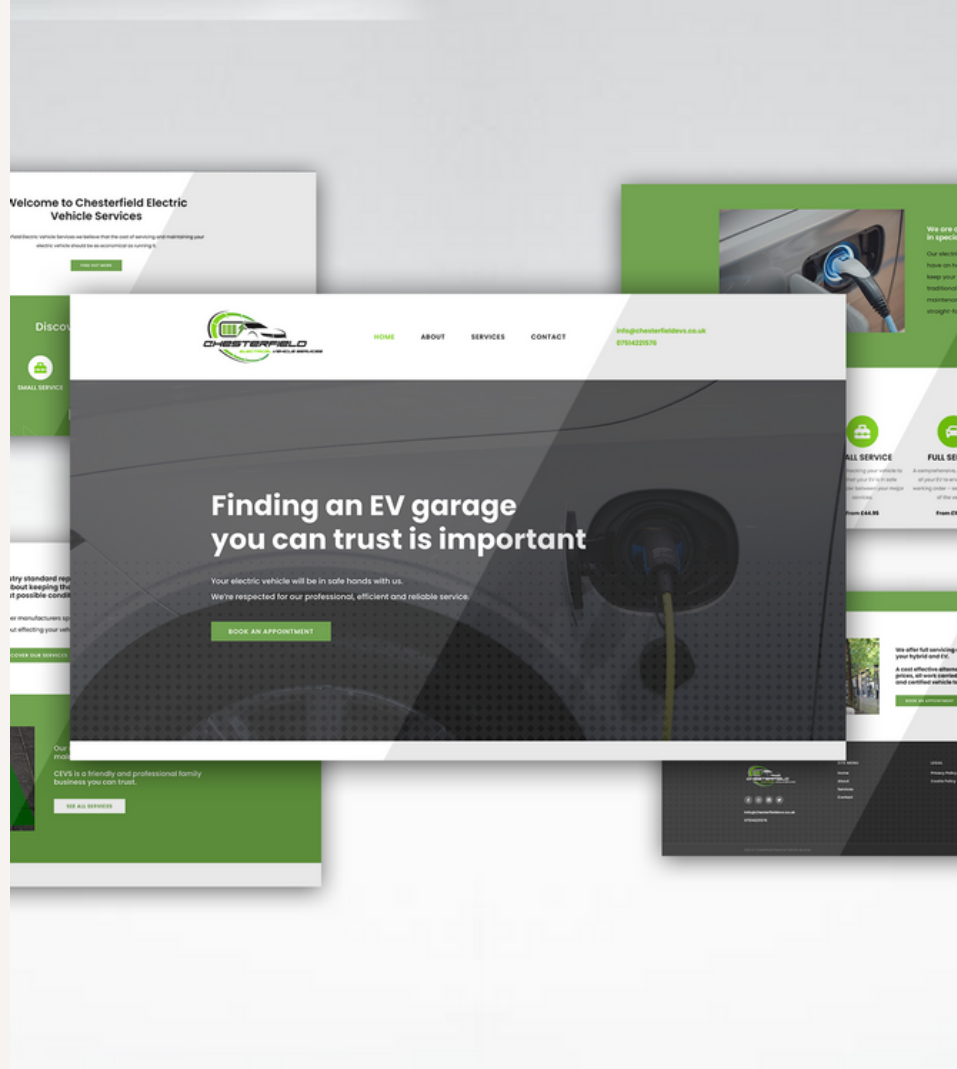
# Logo Design

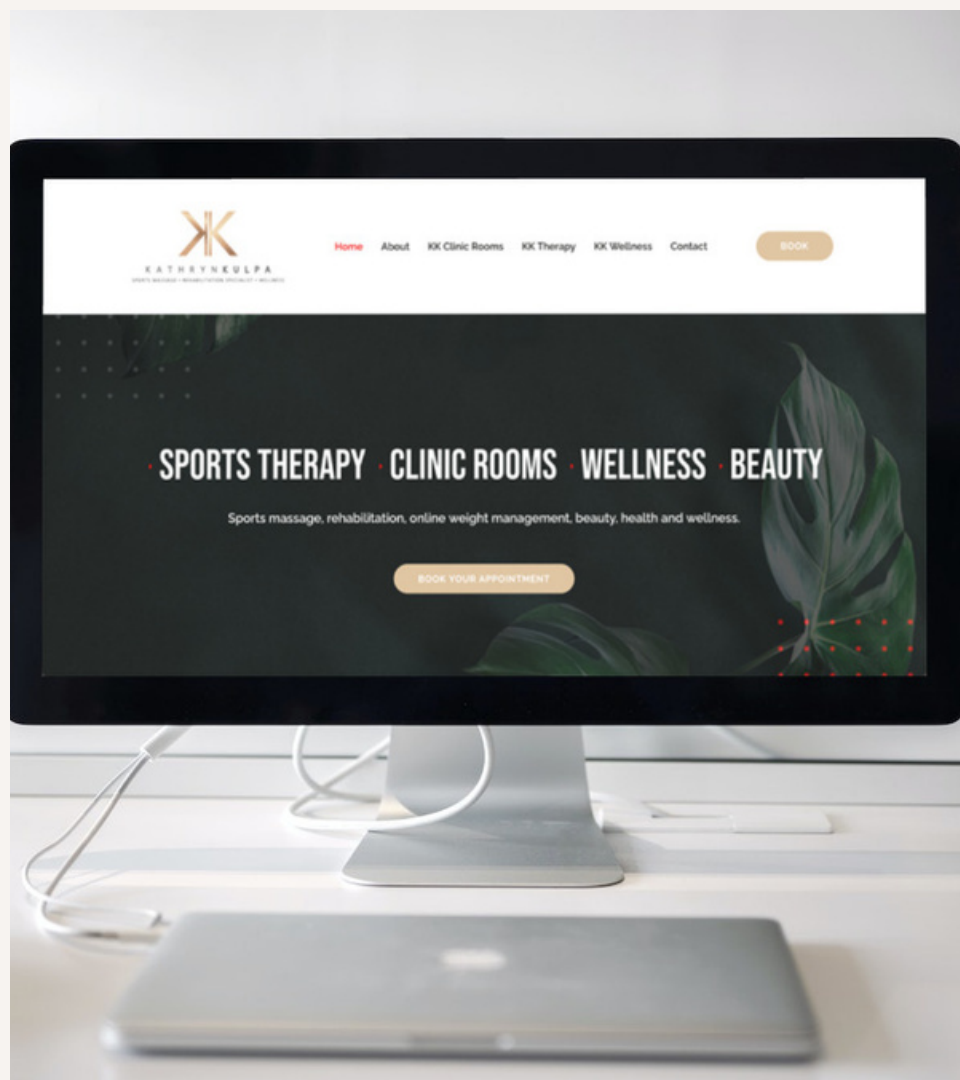
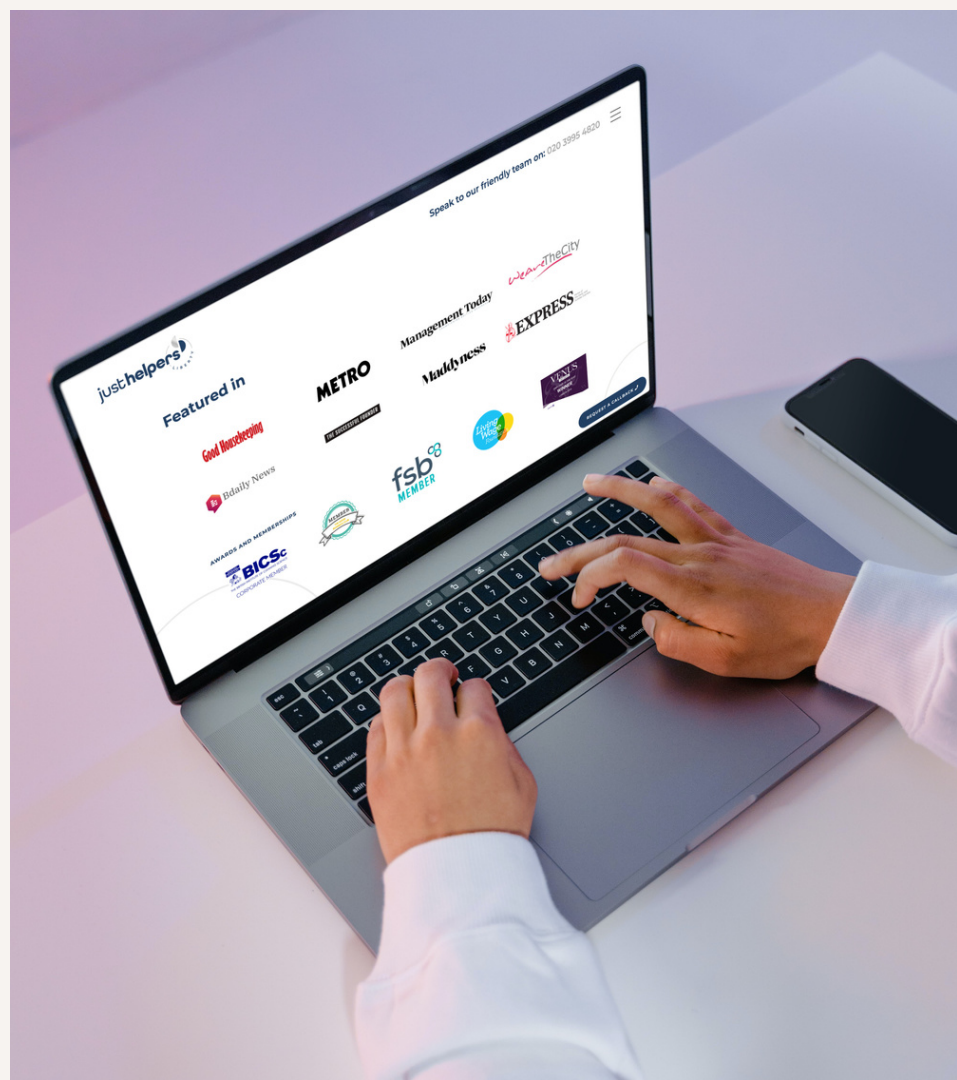






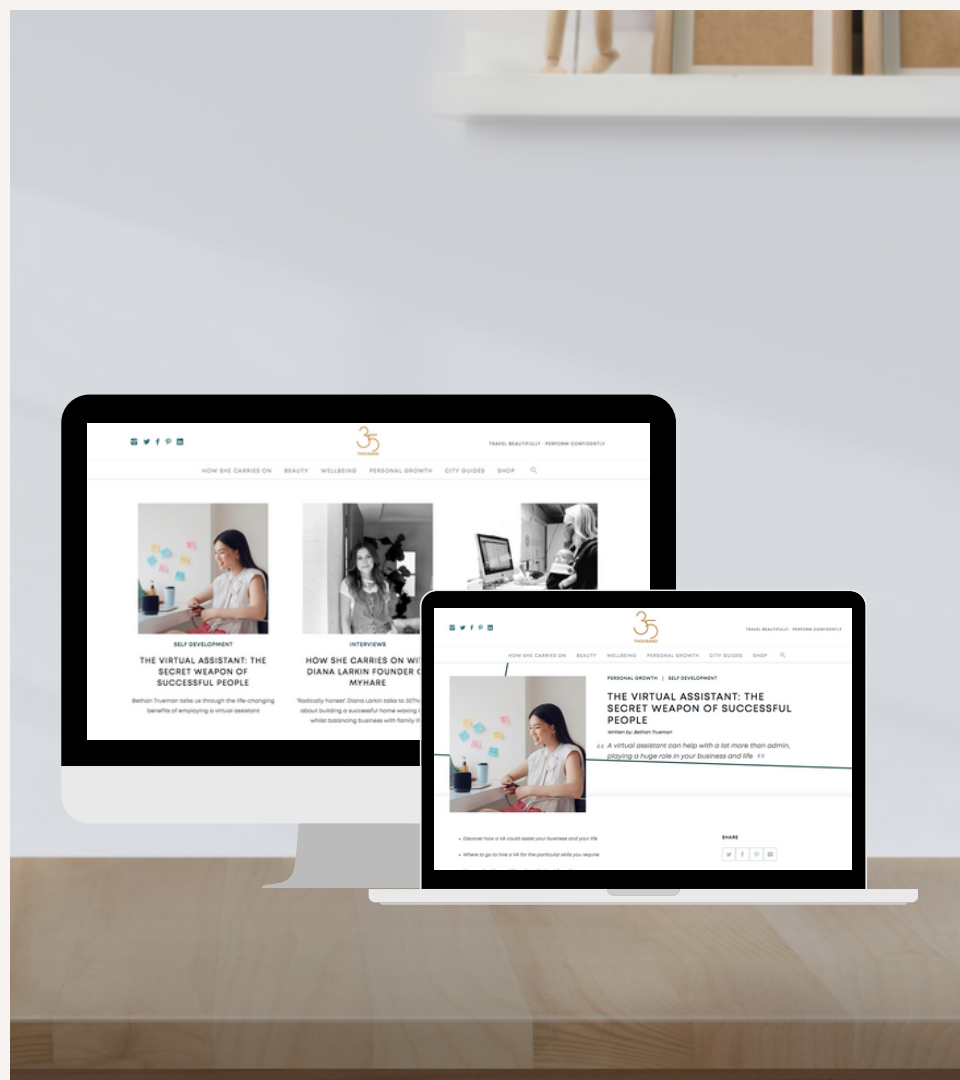
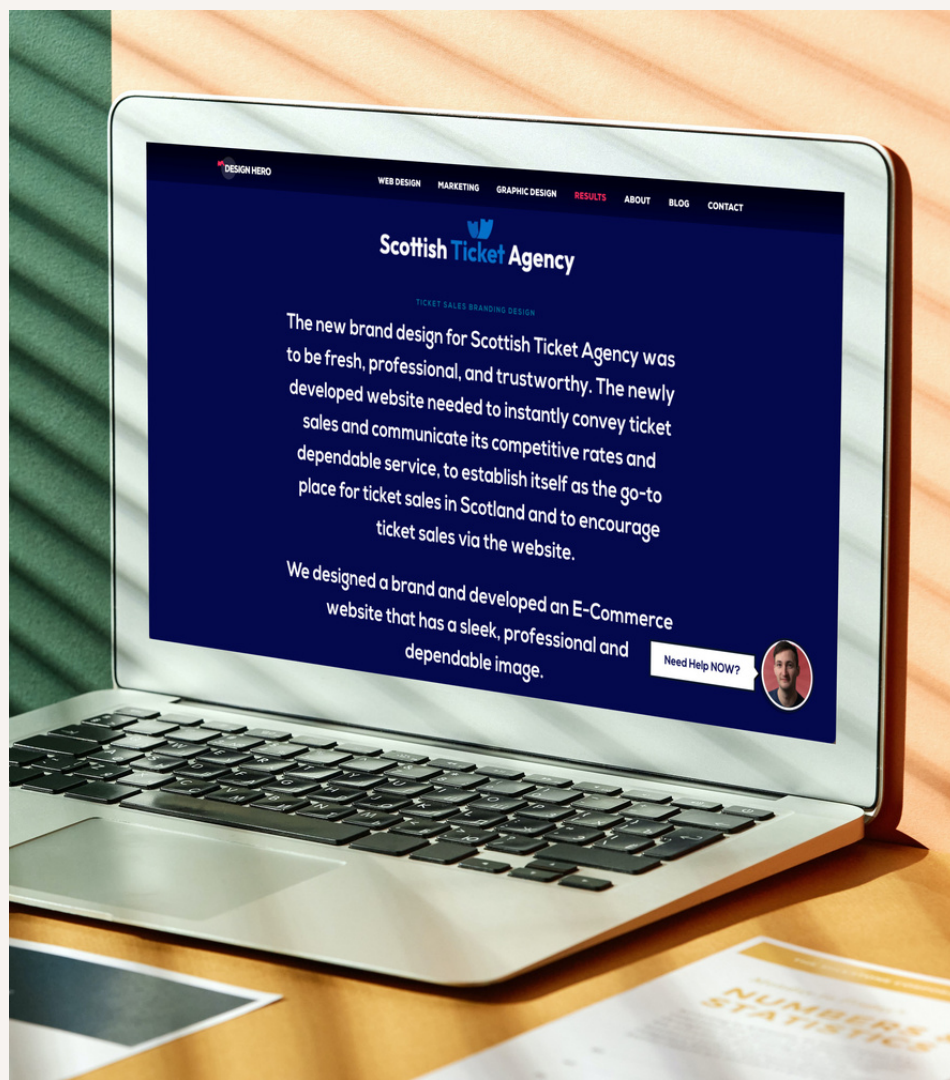
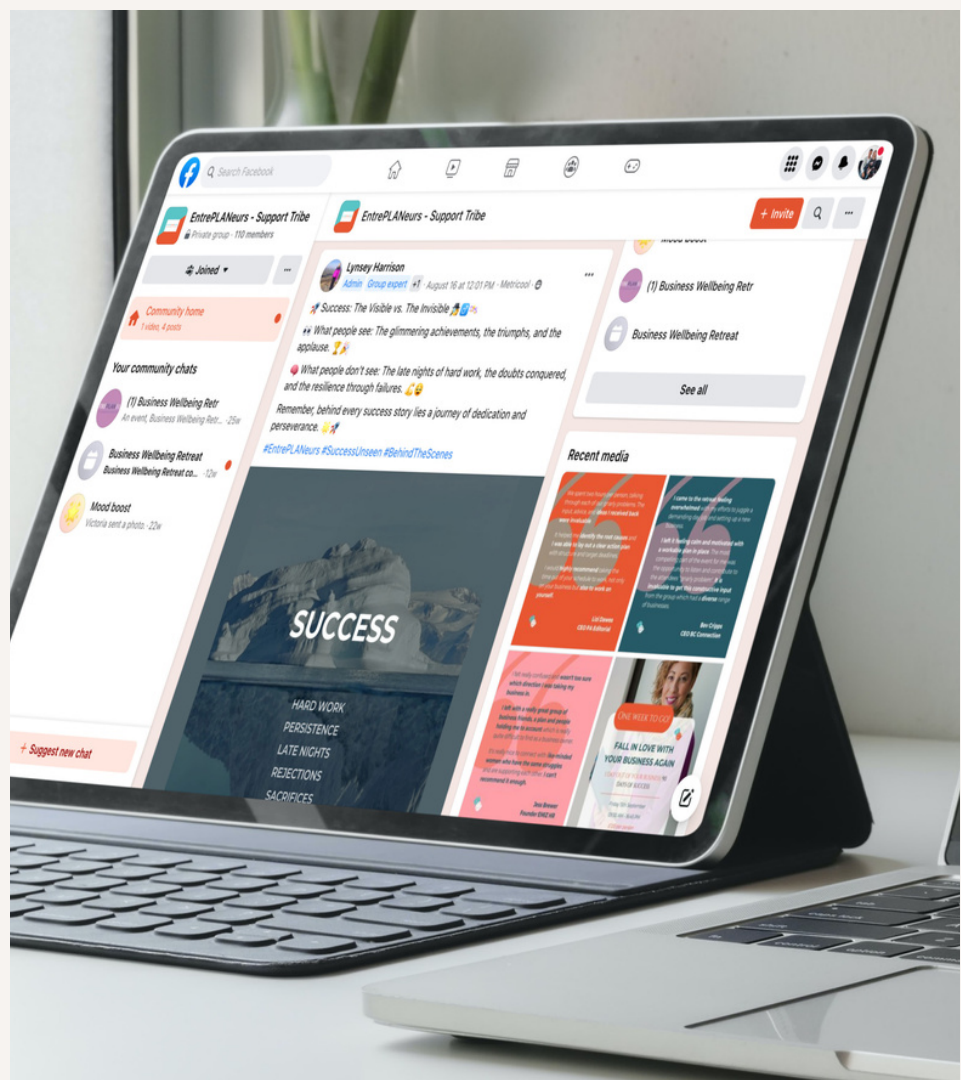
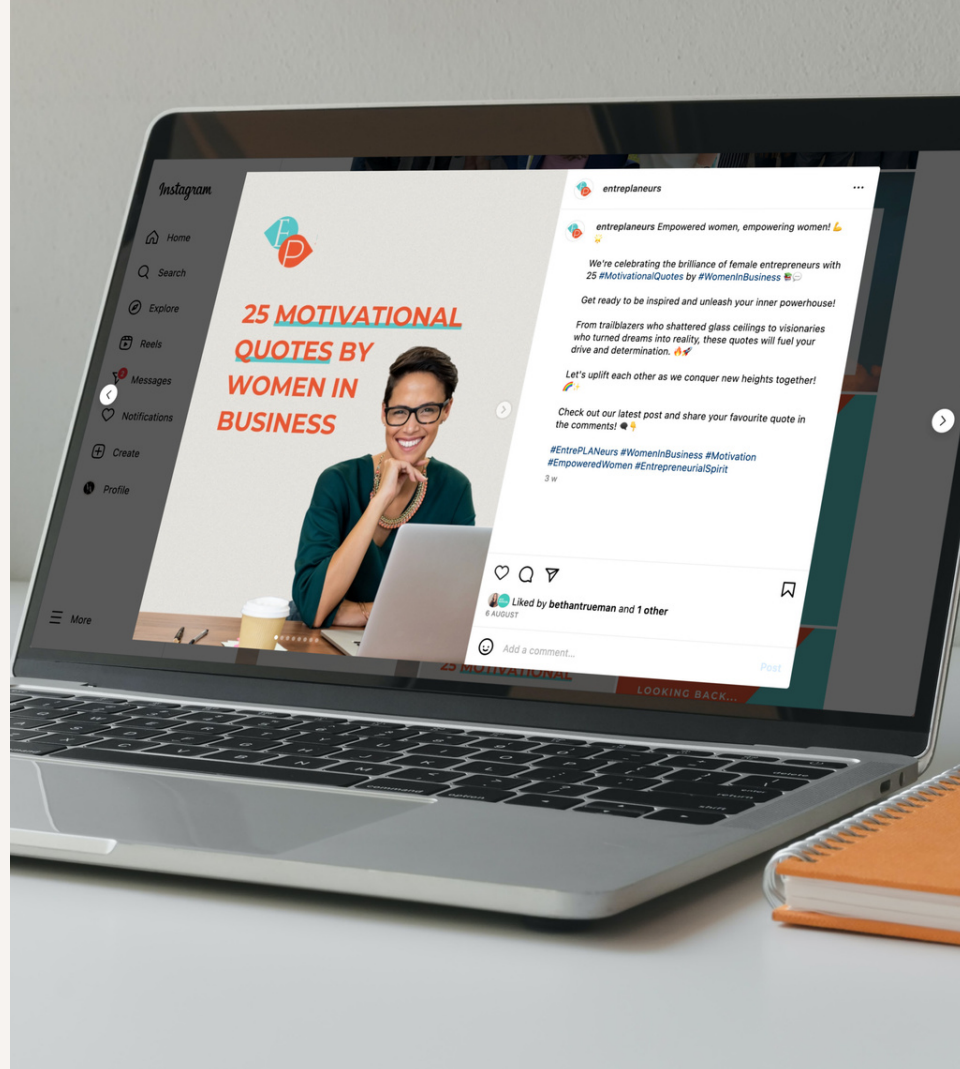
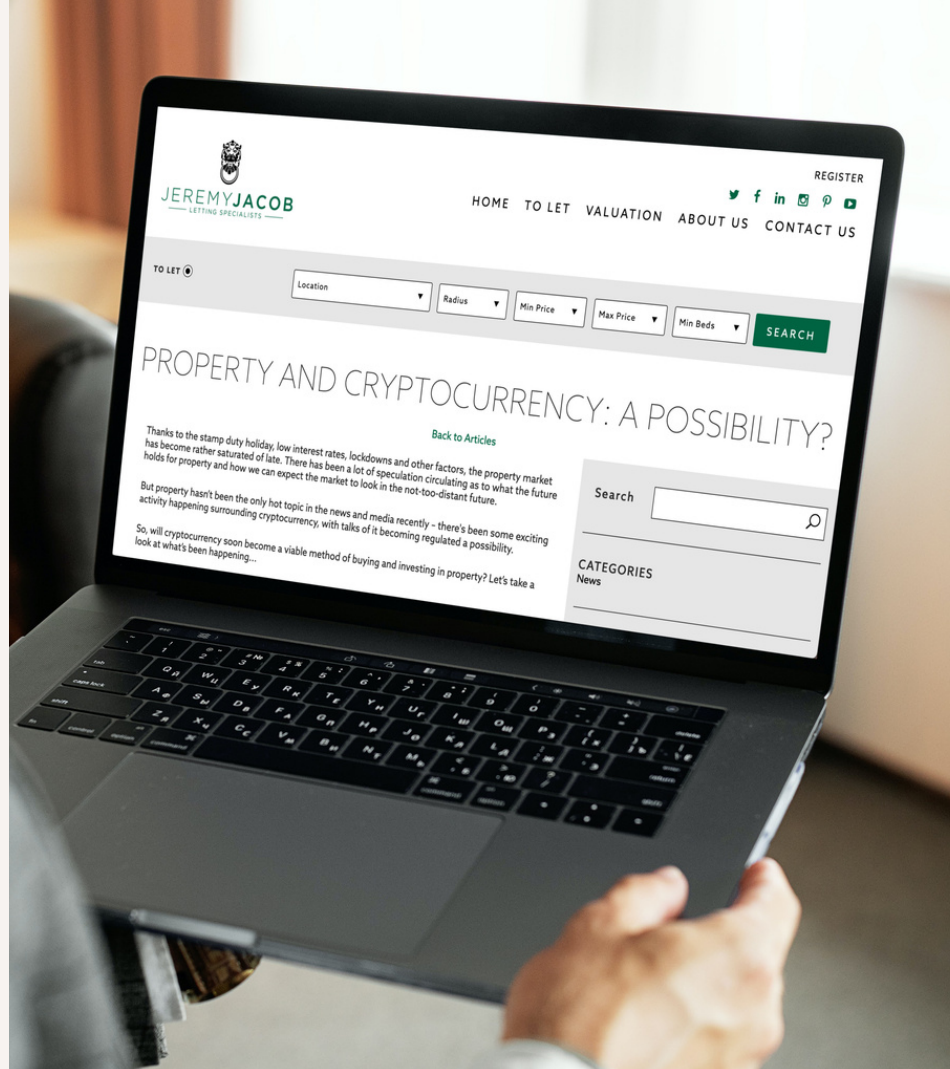
# Web Design





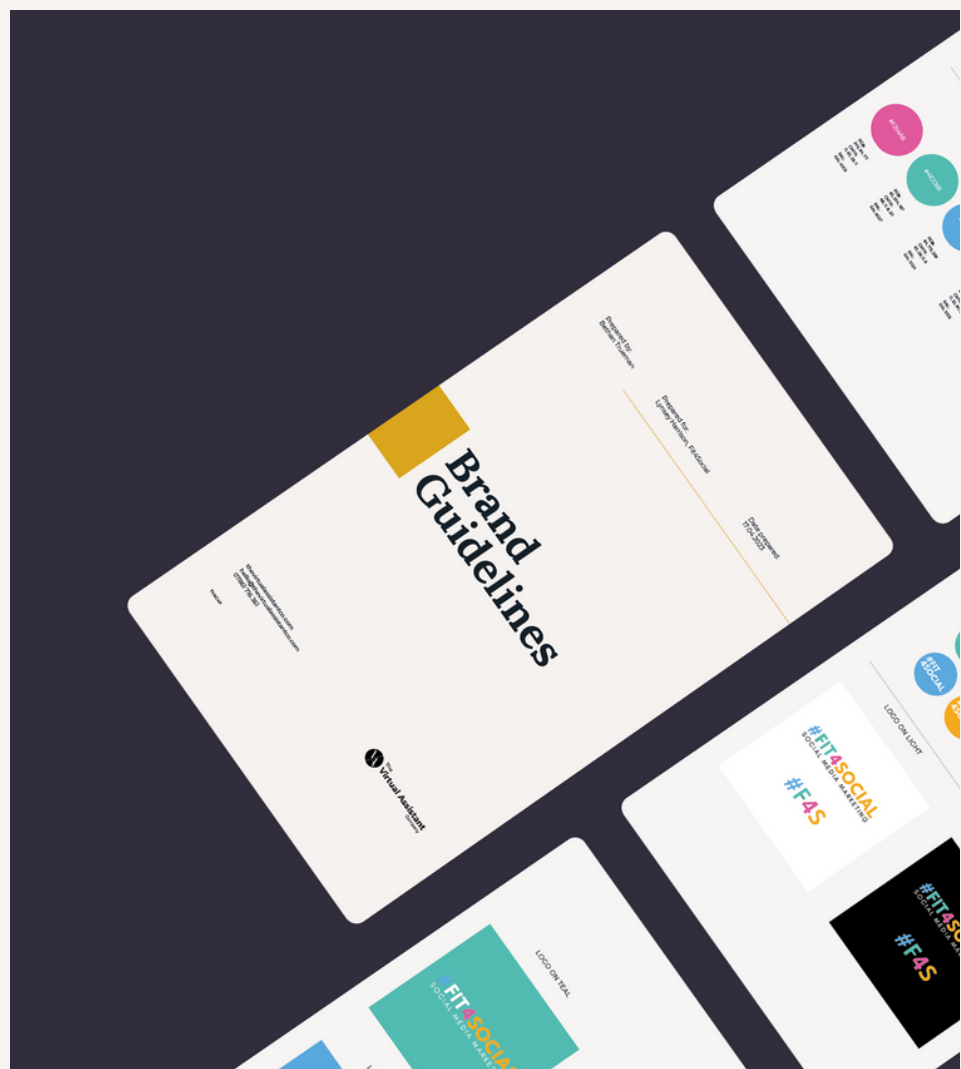
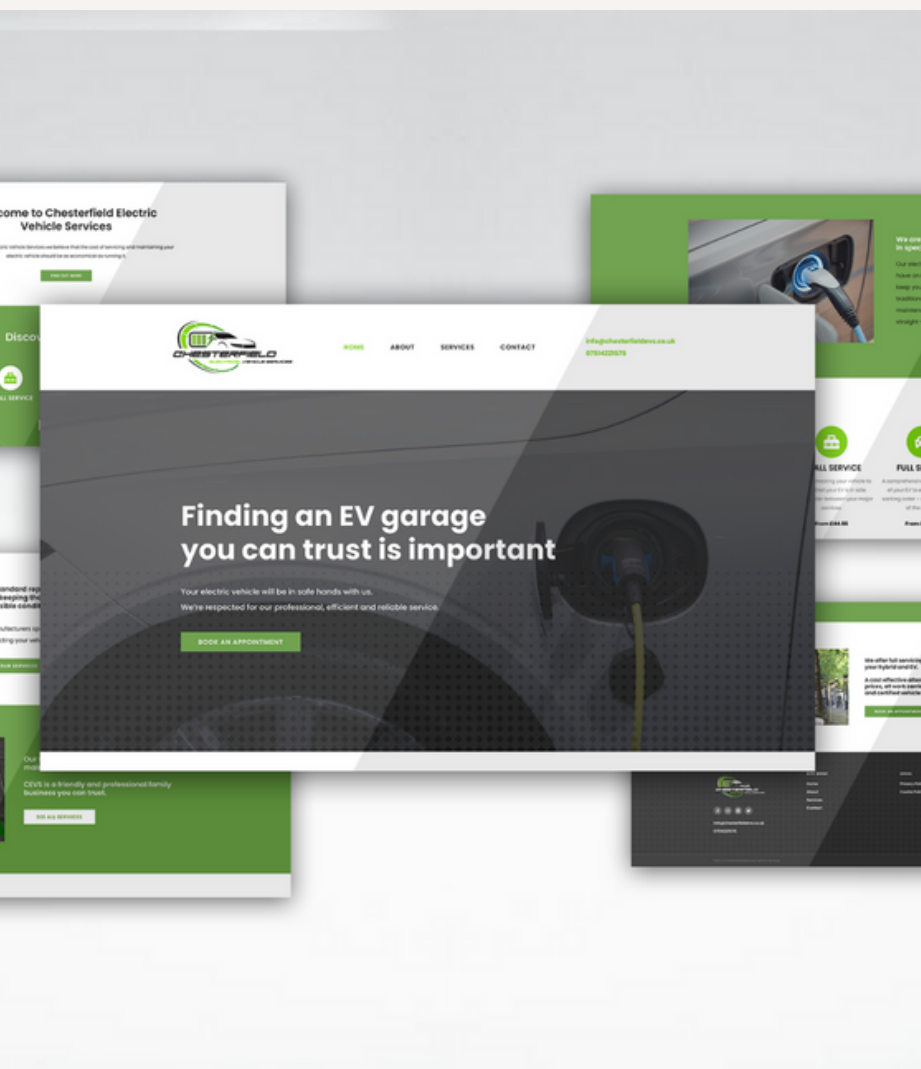


# Copywriting



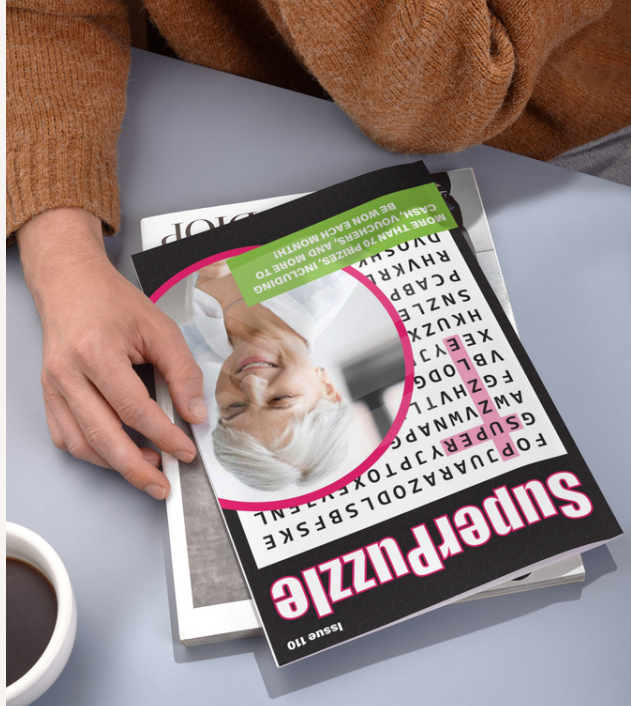


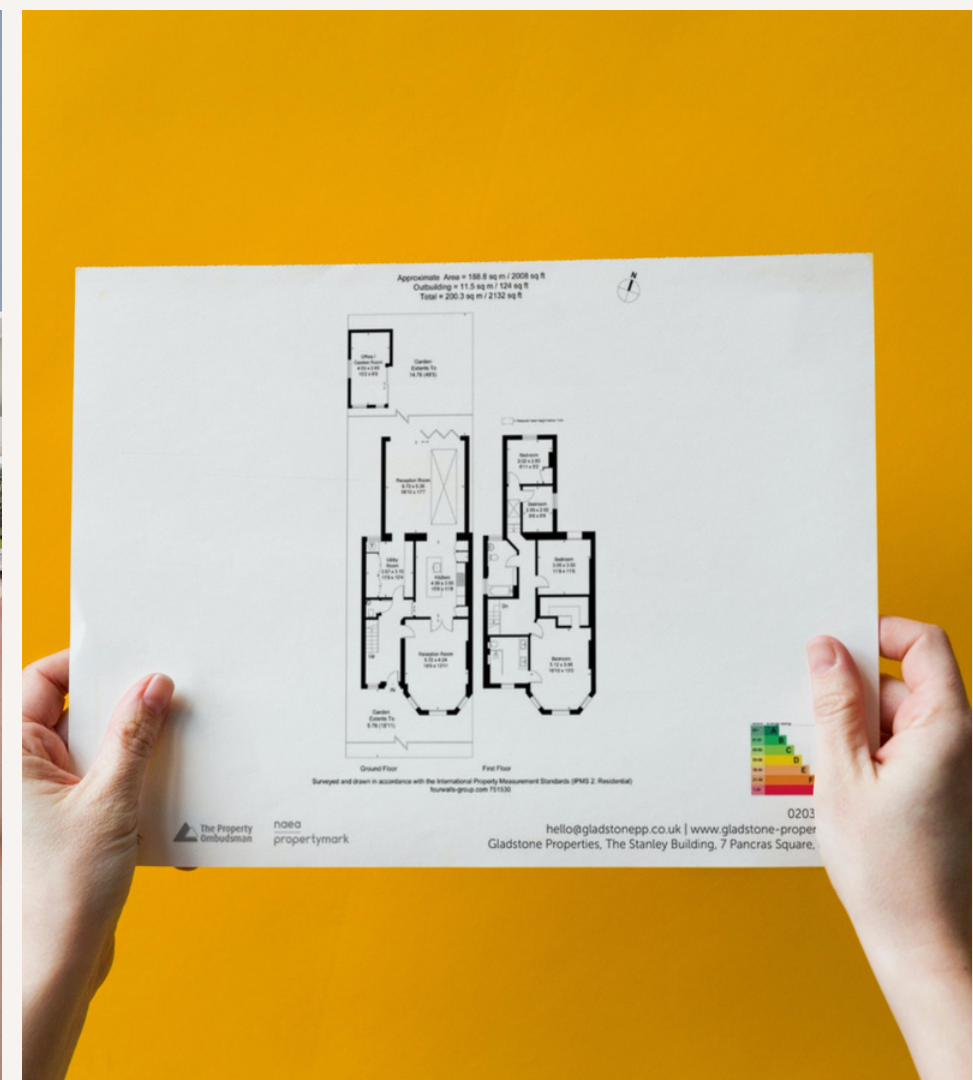
# Brand Identity





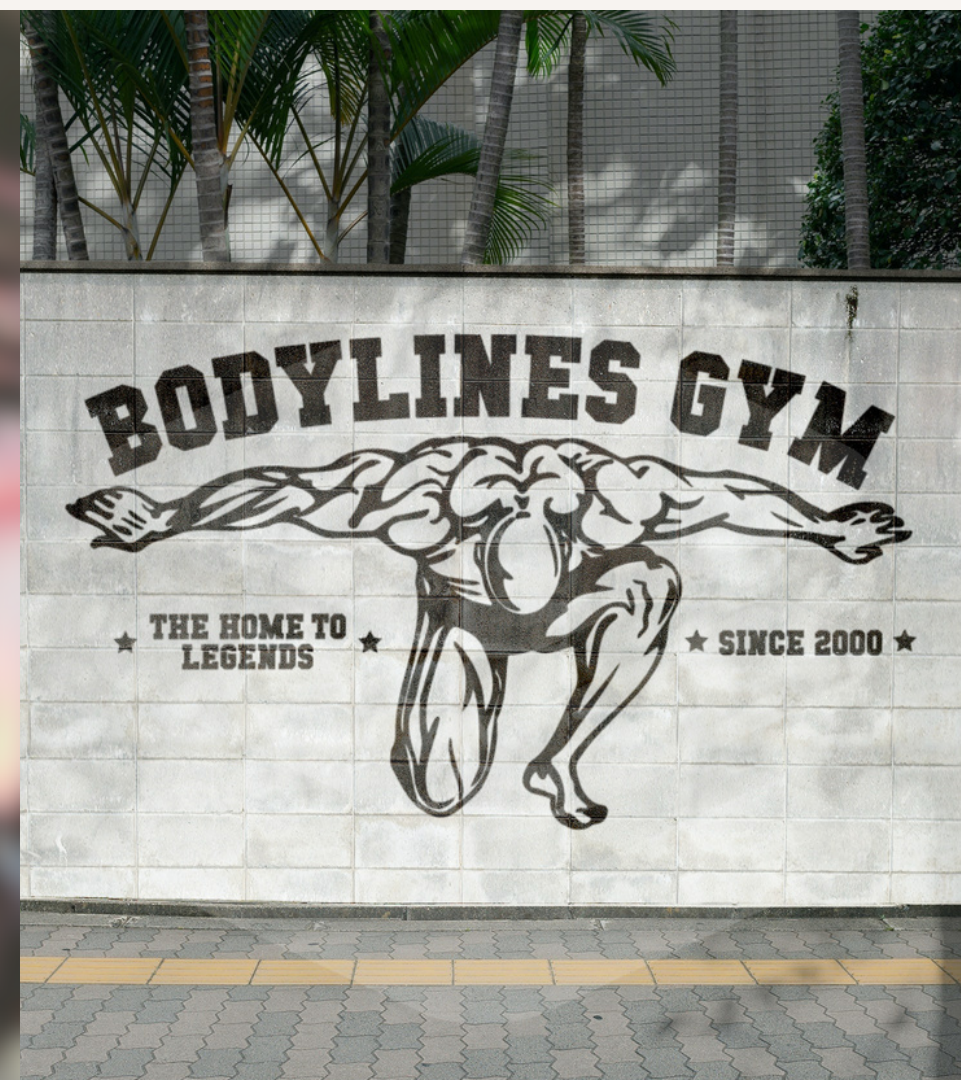
# Design for Print





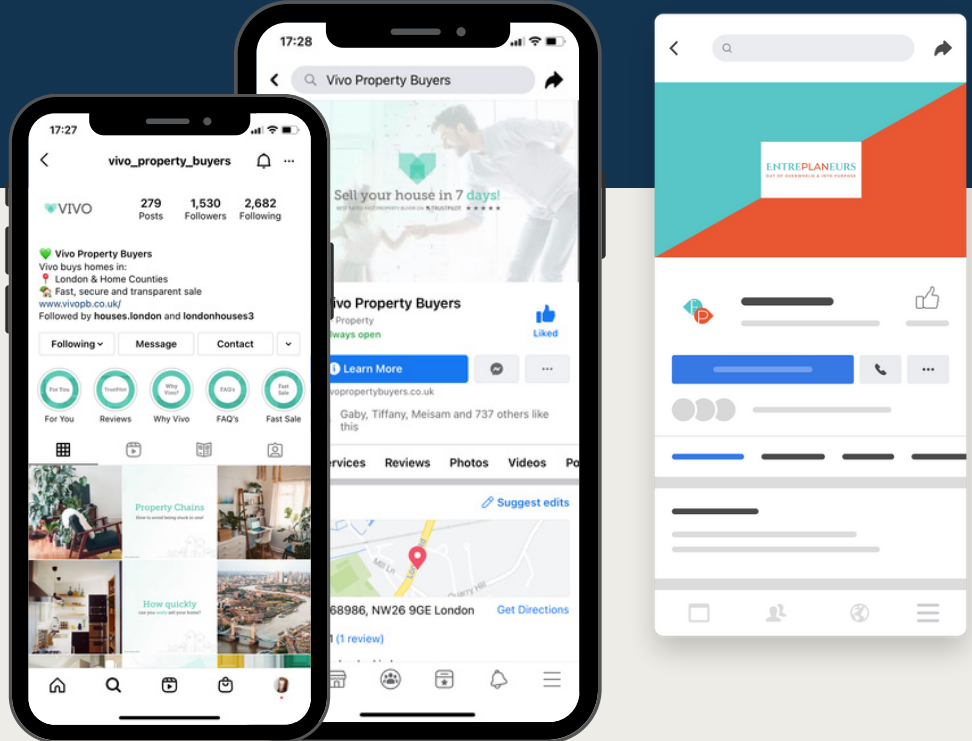
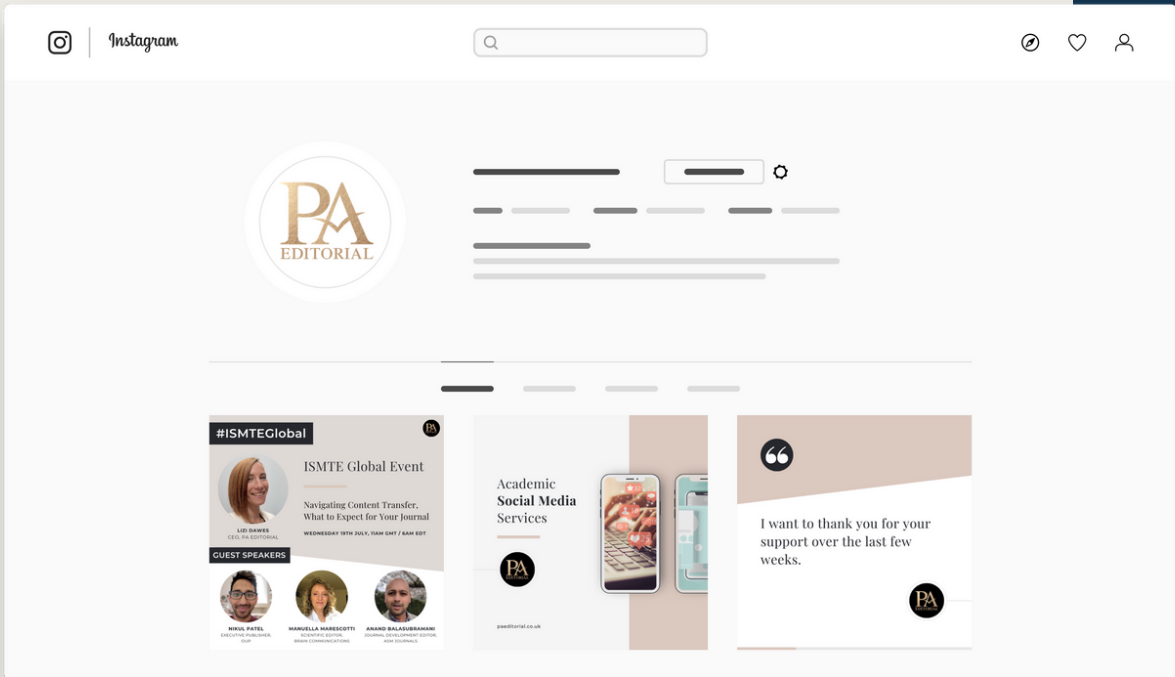
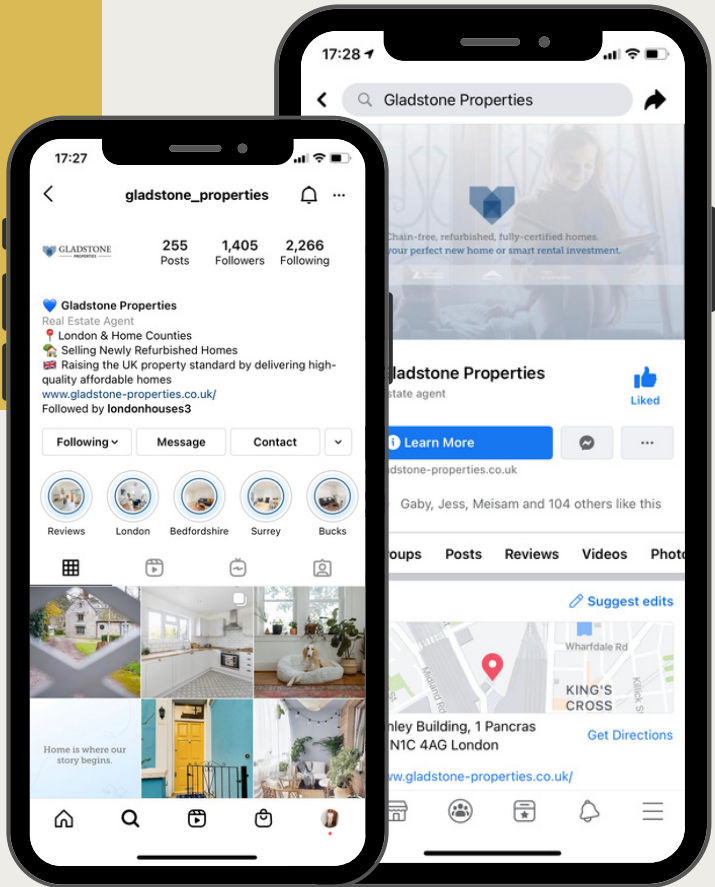
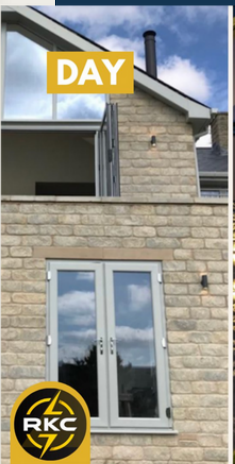
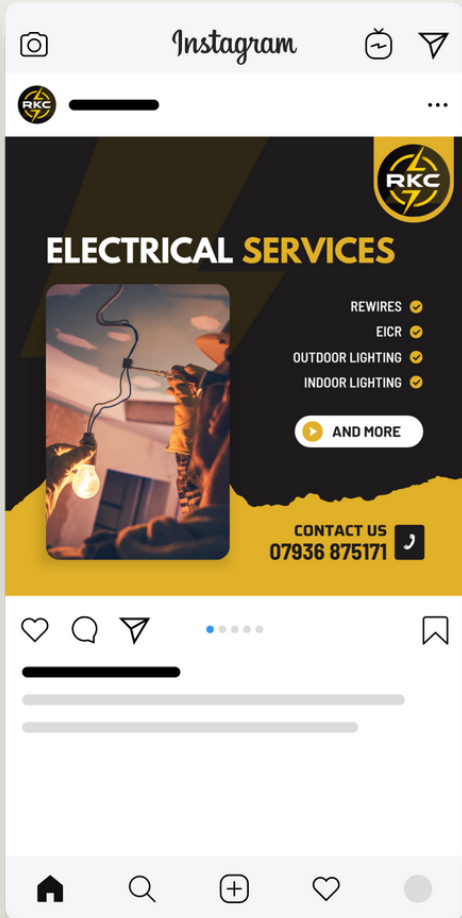
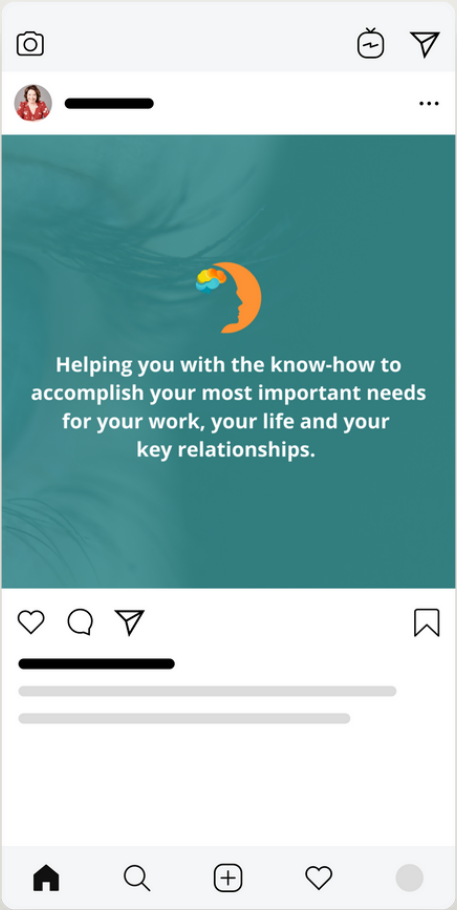
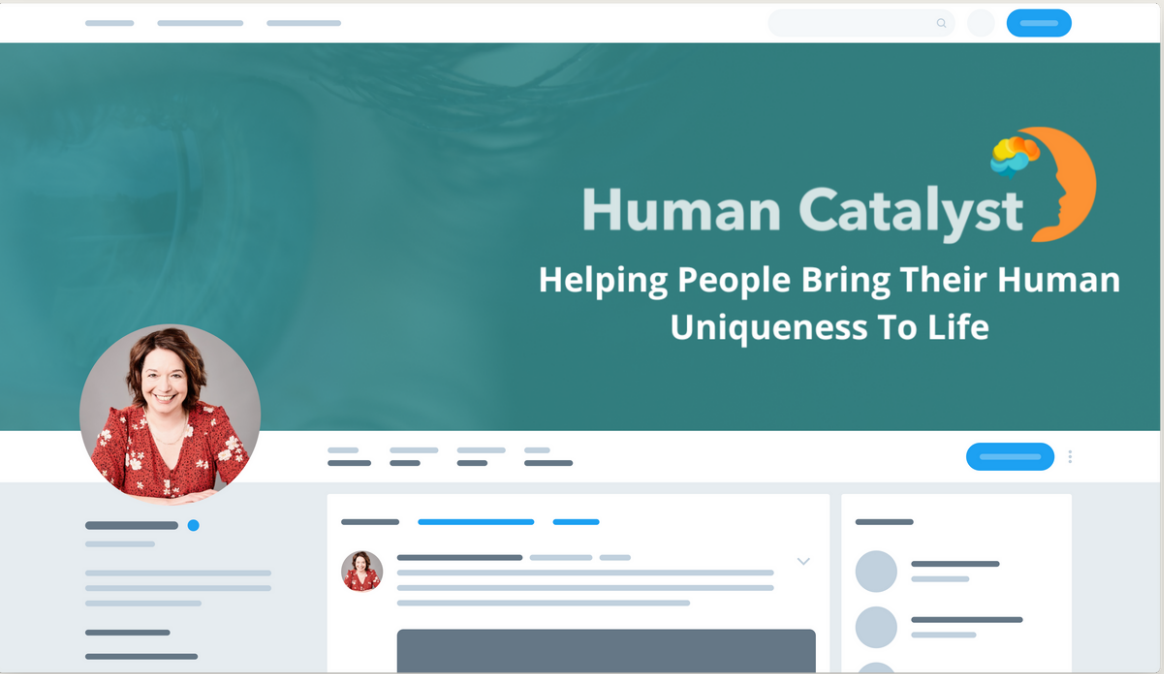


# Banners & Signage





# Social Media





# Case Studies

See just a few of our client success stories and discover how we've supported busy **entrepreneurs, individuals** and **businesses**.

# Fit4Social

We helped social media marketing specialist, Fit4Social, with a rebrand of the business, including logo design, brand identity and social media assets.

Lynsey is a social media ads specialist and Founder of Fit4Social. She wanted to update her brand to reflect how her business has grown over the years. We designed a new brand and logo that retains the original brand colours but offers a refreshed and more refined image.

## The Challenge

We had already been working with Lynsey for several years when she approached us about this project, having completed a number of other branding projects in collaboration with Fit4Social in addition to ongoing marketing support.

Lynsey's logo was outdated and didn't reflect the high-quality services she delivers to her Fit4Social clients.

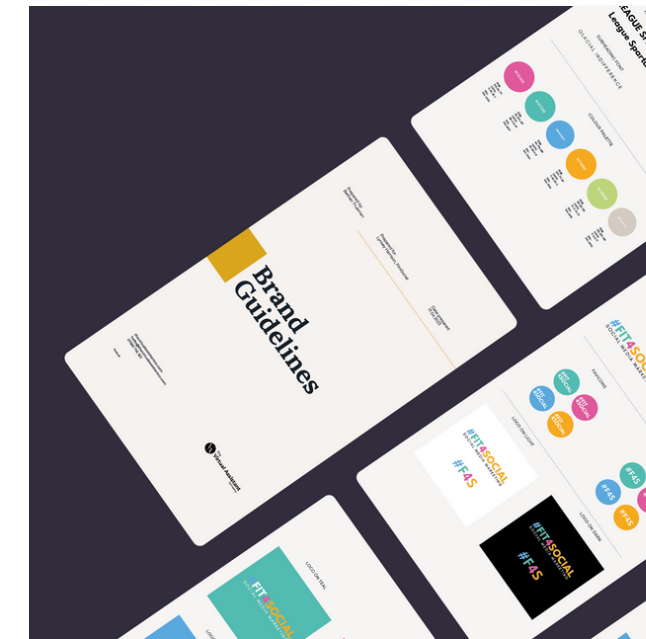
## The Result

Lynsey now has a fresh new **brand identity** complete with **brand guidelines**, a brand-new **logo**, and a set of ready-to-use **social media templates** for the Fit4Social channels. Since this project, we have continued to support Lynsey with ongoing **social media management** and **marketing support**.

## The Solution

Lynsey asked us to design a new logo and brand with a fresh, modern and colourful feel.

Lynsey wanted to retain the original brand colours but felt that it was time for a new brand identity since her business has evolved since its formation many years ago.



# Chesterfield EV Services

**We created a logo, brand identity and WordPress website for Chesterfield-based electrical vehicle specialists.**

CEVS provide a cost-effective alternative to main dealer prices, with all work carried out by fully qualified and certified vehicle technicians. When CEVS first launched their business, they needed a logo, brand identity and a website. That's where we came in.

## The Challenge

The brief was to create a brand that speaks to its target audience and a website that is modern, simple and easy to navigate.

This was a brand-new brand that didn't have any pre-existing identity, so it was our job to create this from scratch.

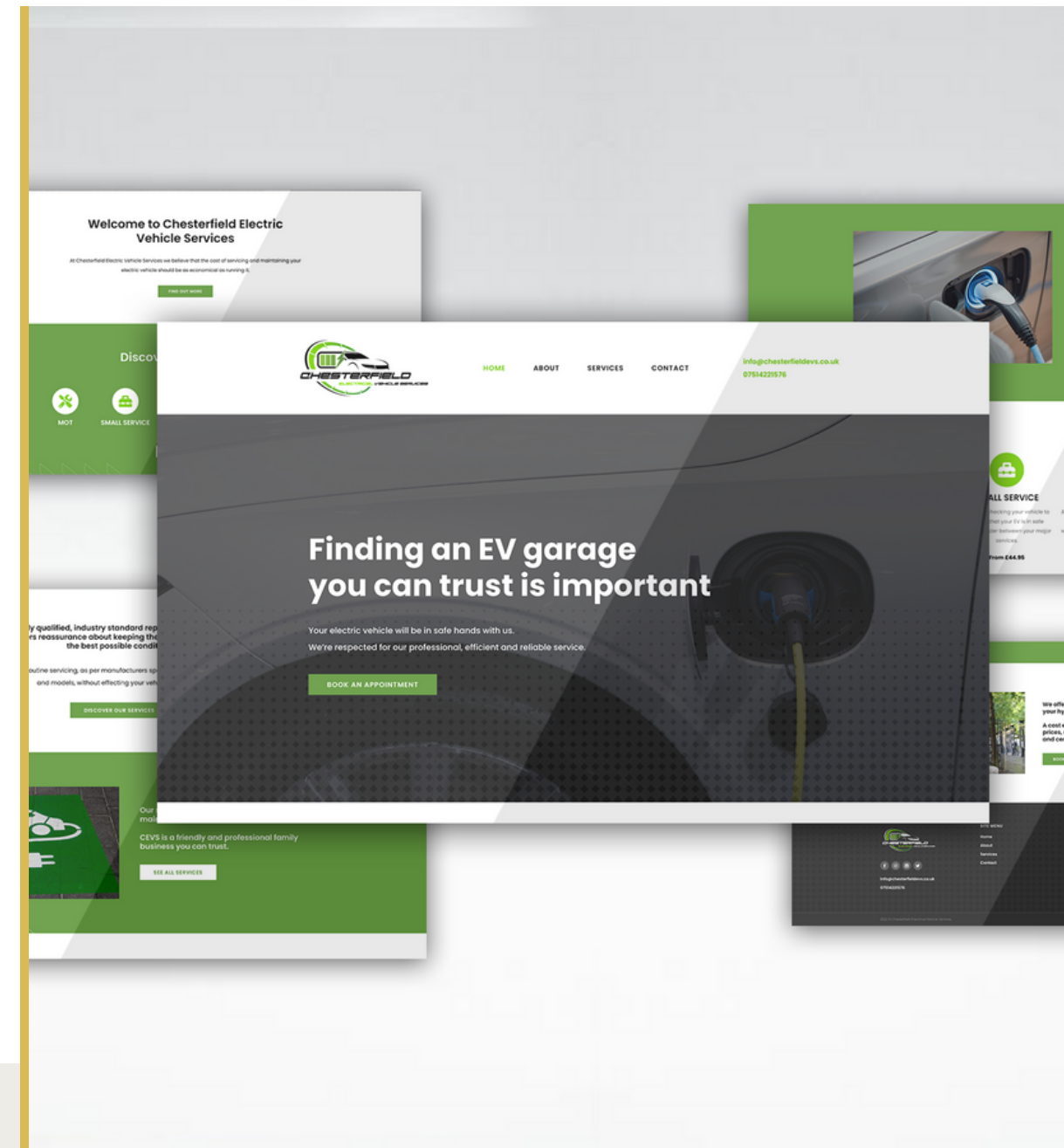
## The Result

With a new **logo, brand identity** and **website**, Chesterfield Electrical Services was ready to launch! We supported with the launch of the brand and also created **social media assets** and **Canva templates** for the business to use.

## The Solution

The team created a brand-new logo, brand identity and WordPress website for this new EV specialist and assisted in the launch of the business.

The website features repeating illustrations throughout which also appear on the social media templates we created for the brand. The new site utilises the brand's colour palette and features clean lines throughout.



# Human Catalyst

**We helped Caroline Dove create a brand identity that communicates the incredible work she does guiding leaders to bring their uniqueness to life in an inclusive way.**

Caroline Dove facilitates leadership and coaching for complex organisations and individuals. She is passionate about person-centered coaching to improve clarity and support people through the challenges of thriving and having an impact.

## The Challenge

Caroline wanted a new logo that communicates the coaching she does with neurodiverse leaders and other corporate professionals.

Her website also needed a refresh. It was difficult to navigate and tricky to manage in the back end. Caroline wanted a brand-new website that would entice visitors and communicate to them what she does.

## The Result

Caroline now has a **brand identity** complete with **brand guidelines**, a brand-new **logo** and **website**, and ready-to-use **social media assets** for her Facebook and LinkedIn pages. Since this project, we have continued to support Caroline with **website updates and maintenance**, and with **marketing support**.





# Testimonials

Read what some of our clients, past and present, had to say about working with us,

”

**As a solo entrepreneur with a 9-5, I treasure the moments I get to spend with my family. Working with Bethan allowed me to do just that because I didn't have to stay up late at night trying to catch up on my to-do list.**

Her expert help on the technical side of the business allowed me to hit the ground running to get the job done instead of taking a course I would probably take 3-6 months to learn.

Bethan is incredibly professional, thorough, and she's incredibly kind. I absolutely couldn't recommend her enough and can't wait to work with her again in the future.

**Carina Lawson, Ponderlily**



”

**When I met Bethan, I had no idea how I wanted my social media profiles to look, I wasn't sure about my brand colours and just felt a bit overwhelmed. Within a couple of days she had created an amazing social media kit with beautiful brand colours, social media themes and a new preset for my pictures.**

She is so organised, I now have everything sorted at the beginning of the month so I no longer wonder what to post and when, it's all done, designed beautifully and scheduled! She is so easy to work with and always open to give ideas and help in any way she can. She has a big heart and she really cares, you can tell she always has her clients happiness in mind. I couldn't recommend Bethan enough!

Alexandra Jeffert, Dream Life By Design



”

**Bethan and her team are a very resourceful tool for helping with journalism, blogging, social media and any administration assistance that relate to our letting industry.**

We enjoy using Bethan and her skills on a regular basis. It's also very comforting to know that Bethan is genuinely knowledgeable on the property market as well.

Bethan, has a great overview and knowledge of the property industry. She further strikes me as having an all rounder capability for identifying a company's pain points and helping in providing content/supportive administration. She continues to be a great help for us at Jeremy Jacob Letting Specialists.

**Jay White, Jeremy Jacob Lettings**



”

**Helen is being super efficient, ensuring everything is correct and putting processes in to make the whole process more coordinated and well-organized. I'm overjoyed!**

Pulling on the expertise of another business is always worthwhile when working on something outside of your comfort zone, we can't all be experts in everything!

Bethan took the pressure off, got everything done and made us feel comfortable throughout.  
Thank you, Bethan!

**Lizi Dawes, PA EDitorial**



”

**Bethan has been an amazing asset in growing my business. She is highly efficient and creative and brings a wealth of ideas when requested.**

She has supported me with numerous social media projects including branding for a new company launch, SEO and email campaigns.

Her communication and problem-solving skills are impeccable and I would not hesitate to recommend her as an excellent VA.

**Lynsey Harrison, Fit4Social**



”

**This was my first time hiring a VA and Bethan was very helpful indeed in guiding me through the process of finding the right match for me.**

I interviewed several people who were all of a high calibre but it was Joanne who stood out. It's only been a few weeks now that we've been working together and she's already made a significant difference to my workload. I'm a property developer and investor and having a VA who has solid experience in property as well as the management side of things has been key. I highly recommend The Virtual Assistant Company.

**Amelia Theocharis, Ithaca Homes**



”

**Been working with Beth for months and all her work has been outstanding quality, always on time.**

Time keeping is meticulous and detailed and the output is brilliant. Beth doesn't just complete a task, she understands the overall goal and thinks outside the box to achieve it. Since working with Beth I've been able to free up a lot of free time and mental space to work on my business instead of in my business.

Thanks to Beth and team!

**Nicholas Robb, Design Hero**



”

**Bethan is a great addition to a team getting up to speed quickly with the brief.**

She always has a great eye for how to present websites beautifully and efficiently gets the work done within a reasonable budget.

Over the years I have worked with Bethan I have always found her professional and very can do. Highly recommended.

**Caroline Dove, Human Catalyst**



”

**Bethan is a consummate professional. She has very fast turnarounds and produces exceptionally high-quality work.**

What I particularly love is that she adds value by making strong suggestions and uses her initiative to upscale my ideas. I love working with her and couldn't recommend her highly enough.

**Antoinette Daniel, Just Helpers**



”

**Bethan is easy to work with and her level of work is to a high standard.**

She is strong team player, adds great value in any project in which she becomes involved in and is always willing support in any way she can.

**Nicola Lamerton, Elliot Lee Estate Agents**



# Awards

We've been recognised for the work we do, so you can trust that your business is in safe hands.



# Learn More

For more information,  
pricing, FAQ's and more case  
studies, visit our website.

[www.thevirtualassistantco.com](http://www.thevirtualassistantco.com) or get in touch.



# Get in touch

hello@thevirtualassistantco.com

0800 689 5759 / 07861 716361

www.thevirtualassistantco.com

**Focus on success, outsource the rest.**

