The VirtualHaven
CREATE . ASSIST . COACH

Company Brochure

Your Growth Partner & Skills Hub.

Where businesses get the expert support they need to scale and professionals get the practical skills to build careers that pay.

Two Service Lines. One Shared Standard.

Business Services
Consulting · SMM · Design · Analytics

FOR COMPANIES

Career Services
VA Training · Courses · Mentorship

FOR LEARNERS

Build. Refine. Sustain. Grow.

The bridge between business excellence and career freedom.

Our Philosophy

We build around **you**— wherever **you** are in your journey!

Our philosophy:
You don't grow faster by working harder!
You grow smarter by working on the right foundations, refining them ruthlessly, sustaining what works, and letting compound growth do the heavy lifting.

That's sustainable.
That's human.
*That's **Virtual Haven.***

Our four pillars
Build ▪ Refine ▪ Sustain ▪ Grow ▪

— Virtual Haven was built for you.

The Problem We Solve

01 Business owners are wearing too many hats

Everything from marketing to operations lands on your desk. Virtual Haven lifts those off, flexibly, scaling up during busy seasons and scaling back in quiet months.
So you can focus on what you do best. (without juggling multiple service providers)

02 Professionals want freedom, *NOT* just certificates

Generic online courses hand you theory and PDFs. The Beyond Admin Masterclass + other programs are designed to give you real tools, live mentorship, and the exact knowledge clients will pay for, so your skills become real income.

03 Generic support doesn't fit the way real businesses work

Cookie-cutter agencies and one-size-fits-all solutions miss the nuance of your actual market, industry, and stage. Whether you're building in Lagos, London, Toronto, or anywhere else — Virtual Haven delivers support that fits your real context, not a template.

What We Deliver

A complete menu across both service lines

100+ Clients & Students · 8 Industries · 95% Satisfaction

BUSINESS — For Growing Companies

Business & Operations Consulting	Strategy, planning & process optimization
Social Media & Digital Marketing	Content, campaigns & platform growth
Graphic & Product Design	Brand identity, assets & visual communication
Web Design & Development	Professional websites & digital presence
Data Analytics	Insights, reporting & decision support
Lead Generation	Targeted outreach & funnel building

CAREER — For Professionals & Freelancers

Beyond Admin Masterclass	9-module VA training with live mentorship
Skill-Based Courses	Web dev, SMM, Design, etc.
Webinars and Skilled Workshops	Relevant topics on industry needs and trends
1-on-1 Mentorship	Personalised career guidance & accountability
Portfolio & Client Onboarding Training	Building a professional presence from day one
Mindset & Personal Branding	Think like a brand, **Not** just support staff

The Case for Outsourcing & Upskilling

Access all the skills needed for growth — without the overhead.

Hiring an in-house team means salaries, benefits, sick leave, holidays, and the risk that one person's absence brings everything to a halt. Outsourcing to Virtual Haven gives you a full-spectrum team routed through one point of contact at a fraction of the cost and with zero-downtime coverage.

Zero-Downtime Coverage

Unlike a single in-house hire, our team model ensures continuity regardless of sick days or absences.

Flexible Scale

Scale up during busy seasons, scale back in quieter months.
Pay for what you actually need.

One Point of Contact

All our team of specialists: designers, strategists, analysts & more are managed through Virtual Haven

Context-Aware, Globally Experienced

With clients and students across Nigeria, Ghana, the UK, USA, Pakistan and Canada — we understand that great support is always market-aware, not market-generic.

In-House vs. Virtual Haven

COST / FACTOR	VIRTUAL HAVEN	IN-HOUSE HIRE/FREELANCER
Fixed monthly cost	✓	✗
Multi-skill coverage	✓	✗
Scale on demand	✓	✗
No HR overhead	✓	✗
Zero-downtime model	✓	✗
Specialist ecosystem	✓	✗

Already have a preferred web developer or marketer?
We'll manage them for you — maximising your existing investment rather than replacing it.

Our Impact in Numbers

Proven across businesses and careers

Since launching, Virtual Haven has delivered measurable results across both service lines from growing client social media, curating their design & business strategy to transforming career trajectories for learners across Nigeria, Ghana, the UK, USA, Canada, Pakistan, and beyond.

95%
Client and learner satisfaction rate

8
Industries served across business clients

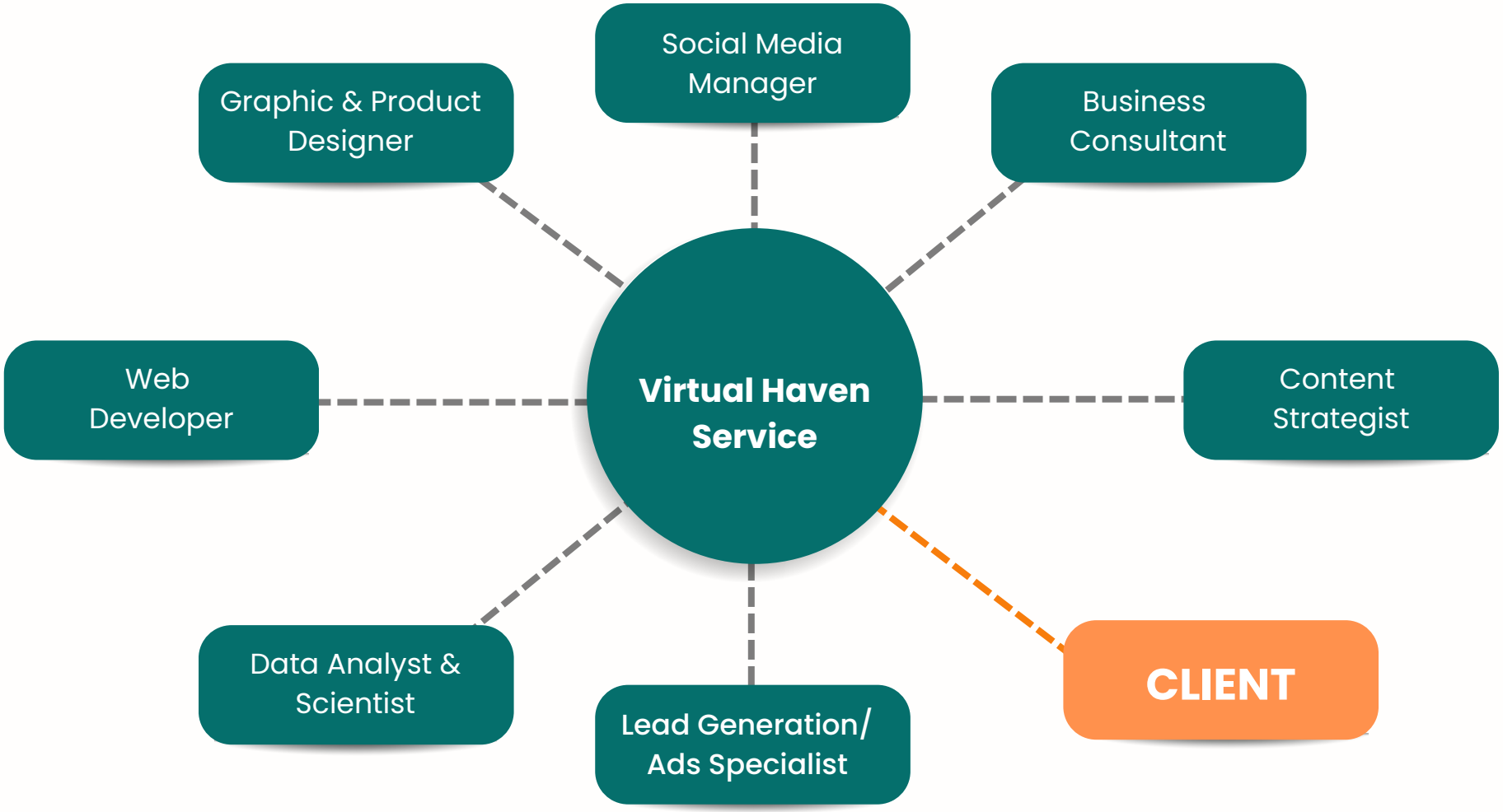
100+
Clients & students served across both lines

over **28+**
Years combined experience in the team

How Our Business Service Works

One Lead.
Full Ecosystem.

Every business client gets a dedicated lead consultant who coordinates the right specialists for their exact needs.



Business Services

Done-for-you support for growing companies

Business & Operations Consulting

Strategic guidance to streamline operations, define goals, and build scalable systems.
From startup structuring to process audits for established businesses.

Strategy | Systems | SOPs

Social Media & Digital Marketing

From content creation and scheduling to paid campaign management. We've grown client followings from under 2000 to 15000+ and more under a year, (despite a limited budget) with revenue to match.

Content | Ads | Growth

Graphic & Product Design

Brand identity, marketing materials, brochures, flyers, packaging and UI/UX design. Visuals that communicate credibility before you say a word.

Brand | Print | Digital

Lead Generation

Targeted outreach strategies, database building, and pipeline management to fill your sales funnel with qualified prospects consistently.

Outreach | Pipeline | CRM

Web Design & Development

Professional websites that convert visitors into clients. From clean informational sites to full e-commerce platforms, all built with your brand at the centre.

Design | Dev | UX

Data Analytics

Turn raw data into clear decisions. Reporting dashboards, market research, survey design, & performance insights tailored to your business questions.

Dashboards | Reports | Insights

Your Team

Some of the professionally qualified specialists, working together to grow your business



Founder/Lead Consultant

Khadijah Aliyu



Full Stack Developer

Muyiwa Ocelot



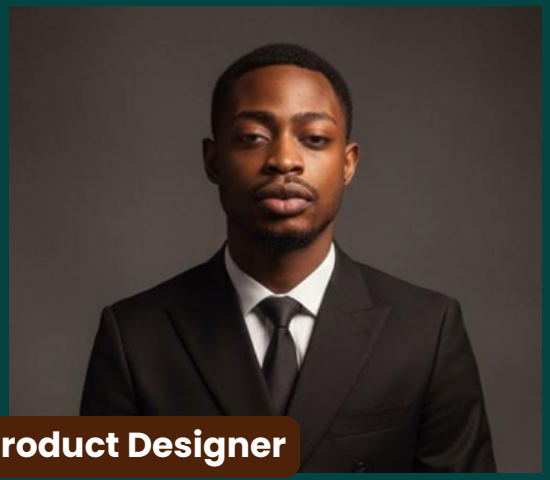
Data Analyst and Scientist

Amarachuku Favor



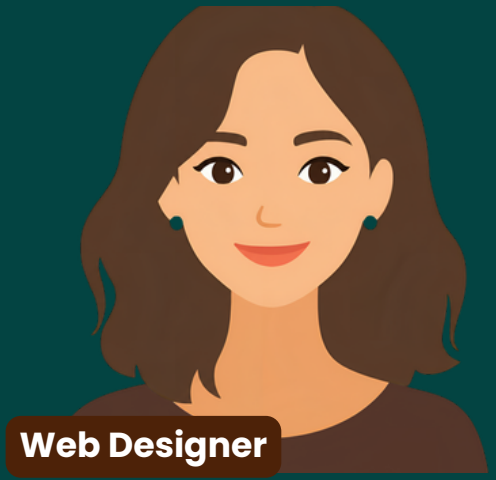
Graphic Designer

Oluwatobiloba Joel



Product Designer

Oluwatosin Aborishade



Web Designer

Deborah Opeyemi

Career Services

Skills that pay, not just certificates

Flagship Programme

Beyond Admin Masterclass

A comprehensive 9-module virtual assistant training programme designed to take you from beginner to confident, client-ready professional. Unlike generic courses, this is hands-on, mentorship-backed, and built for the global remote work market with graduates already landing clients in the UK, USA, and across Africa.

What's Covered

- 01 Introduction to the Admin work & VA industry
- 02 Tools & tech stack (Canva, Trello, Asana, & more) + Ai skills for efficiency.
- 03 Client communication, management, & professionalism & Project management
- 04 Canva for Graphic Design + Website mngmt
- 05 Social Media Management & Marketing
- 06 Data Entry and Basic Analytics
- 07 Portfolio building & personal branding
- 08 Finding & landing clients
- 09 Building a sustainable freelance career
- **Extras**: Ebooks, Templates, Guides, Mentorship, Internships, Certification.

₦50,000 ~~(₦200,000)~~

Special promotional rate · Mentorship included

Flexible payments are allowed

Other Skill-Based Courses

Focused courses on in-demand digital skills — from Canva mastery and social media management to email marketing and tech skills.
Complete and apply immediately.

1-on-1 Mentorship

Personalised career coaching sessions with Khadijah for professionals at any stage — whether you're just starting out or looking to scale your existing freelance practice.

Alumni Community

Join a growing network of Virtual Haven graduates across Nigeria, Ghana, the UK, USA, Canada and beyond — sharing opportunities, accountability, & support as you build your career.

Who This Is For

- Complete beginners exploring remote work.
- Employed professionals wanting financial independence.
- Those already offering VA services who want to operate more professionally and charge more.

Our Story

Everything you need to take your **business or career** to the next level.

What started as a solo service became a calling: to be the bridge she wished had existed. To give businesses the expert hands they need and give professionals the practical knowledge that actually pays.

Virtual Haven's philosophy rejects the "quick fix" & "everything at once" mentality. Instead, it's rooted in **sequential integrity,** the belief that **growth** without foundation is fragile, **refinement** without building is polishing garbage, and **sustainability** without systems is luck.

It's about **building careers and businesses that actually last** not burning bright and fizzling out, but creating structures, skills, and systems that compound over time.

Origin

Khadijah begins freelancing as a path to independence and self-sufficiency in 2021.

Growth

Expands from solo practice to a full-service support model serving clients across industries.

2026

Virtual Haven Services officially launches a dual-service model for businesses and career learners.

Then till NOW

100+ clients and students,
8 industries, clients and alumni across Nigeria, Ghana, the UK, USA, Pakistan, Canada and growing

What sets **US** apart



Sustainability Over Hustle

We build businesses and careers designed to last ***not*** burn out.



Practical Over Theoretical

Everything we teach and deliver has real-world application. No fluff.



Authenticity Over Performance

We show up genuinely and we train our learners to do the same.



Globally Experienced, Locally Aware

With clients and students across Nigeria, Ghana, the UK, USA, Pakistan, & Canada, we bring genuine cross-market perspective to every engagement.

Khadijah Aliyu

Founder & Lead Consultant, Virtual Haven Services

Info@virtualhavenservices.org

Our Ecosystem

Partners & Industries We Serve

Virtual Haven works with a trusted network of specialists to deliver comprehensive support while managing existing vendor relationships on behalf of clients who already have preferred partners.

Our specialist ecosystem covers the full digital support stack, routed through one coordinating point so nothing falls between the cracks.

Social Media Managers	Graphic & Product Designers	Web Developers
Copywriters	Data Analysts	Lead Gen/Ads Specialists
Business Consultants	VA Trainers	Skilled Coaches

Industries We've Served

Sustainability & ESG	Trade & Global Expansion
Property & Shortlets	Business Consulting
Education & Training	Fashion & Retail
Digital & Tech	Professional Services

8 industries and growing.
Virtual Haven brings sector-aware strategy to every engagement, **not one-size-fits-all solutions.**

Already have a preferred marketer, web developer or designer? **We'll manage them for you** — maximising your existing investment and making your current partnerships more effective.

Partners & Clients

Global GreeNvision

YMN
YOUTH MEDIA NETWORK PAKISTAN

SMART KIDS PLACE
exquisite smart kids essentials

impacTower
Sustainable Trade Experts

GROWTH AGRIC VENTURES

NORTHSIDESHORTLETS

TRASHCYCLER
Recycle on the go

TranxCarbon

Some of

Our Work



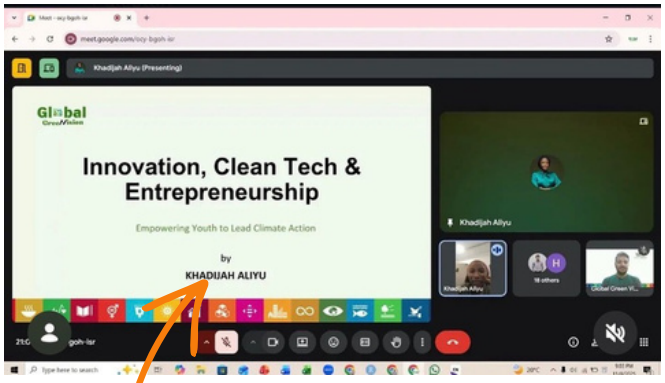
PPTs, Brochures,
SMM Designs, etc





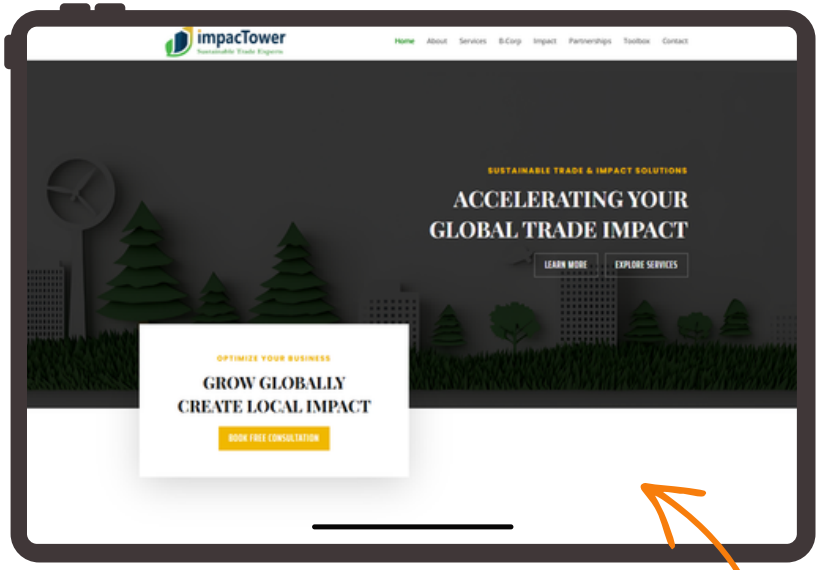


Branded company flyers,
magazines, logos, assets, & more.



Trainings





Websites, landing pages,
questionnaires, scorecards.

Business Services · Case Study

Impactower

Sustainability, ESG & Global Trade Initiatives · UK

Formerly operating as two separate brands, **ImpactDev,** in overlapping spaces, the business struggled with brand confusion and a digital presence that didn't reflect its true value. They had also invested in a poorly executed website.

THE CHALLENGE

Brand Confusion

Two brands operating in the same space created an unclear identity and lost credibility with prospects

Weak Digital Presence

An under-performing website and no clear brand system meant the business couldn't show up with confidencer

WHAT WE DELIVERED

- Rebrand direction & identity alignment
- Logo refinement and domain setup
- Professional brochure design
- Flyers and branded asset suite
- Website cleanup and restructure
- Global Expansion Scorecard design — market insight capture tool
- Brand clarity framework and messaging guide

THE IMPACT

Instead of looking like multiple competing ideas, **the business now shows up with clarity, confidence, and credibility.**

"Working with Khadijah was a major turning point for our business. She helped us bring everything together, refining our identity, creating professional branded assets, cleaning up our website, and implementing a Global Expansion Scorecard to capture valuable market insights. Our business now presents itself with far more clarity, confidence, and credibility. She was professional, thoughtful, and a pleasure to work with throughout."

— Janet Mulu, Founder, Impactower (formerly ImpactDev)

Business Services · Case Study

Smartkidsplace

Online Kids Clothing & Fashion Store · Nigeria

An e-commerce brand in the competitive children's fashion space, Smartkidsplace needed to grow their social media presence and drive revenue, all within a limited marketing budget.

THE CHALLENGE

Stagnant Audience

Social media following under 2,000 with low engagement and limited organic reach

Limited Budget

Needed meaningful growth without heavy paid advertising spend — results had to come from strategy, not spend

SMART KIDS
· P L A C E ·
···exquisite smart kids essentials

WHAT WE DELIVERED

- **Full social media strategy** & content calendar
- **Organic growth** campaign management
- **Content creation** and platform optimisation
- **Digital marketing** strategy within budget constraints
- **Engagement-first** community building approach
- **Brand voice refinement** for target audience (parents, gift-givers)

THE IMPACT

2,000 → 15,000+

Social media following in under one year with a matching boost in revenue

"She helped increase our following from under 2,000 to over 15,000 in less than a year, all while working with a limited budget for our social media and digital marketing strategies. Our revenue experienced a similar boost."

— Mrs. Ayorinde, CEO, Smartkidsplace

Business Services · Case Study

Northside Shortlets

Shortlet & Airbnb Property Management · Nigeria

A growing shortlet and Airbnb property management business in Nigeria, seeking operational support to streamline communications and management coordination.

THE CHALLENGE

Operational Coordination

Managing property liaisons and client communications required consistent, professional support.

Trust & Reliability

Needed a support partner who could be trusted to liaise independently with property managers

NORTHSIDESHORTLETS

WHAT WE DELIVERED

- Operations and communications support
- Property manager liaison and coordination
- Administrative workflow management
- Reliable, professional representation

THE IMPACT

Virtual Haven provided the kind of trusted, independent support that allowed the founder to focus on growth, **not day-to-day** operational coordination.

"You're really good, just letting you know. I'd give you my apartment manager's number, you'd liaise with him directly."

— Justice, Northside Shortlets

Career Services · Student Journey

From Dream to Direction

Beyond Admin Masterclass — Graduate Story

Joy

Canada · Beginner VA

Like many others, came to the programme wanting flexibility and work-life balance. Left with a complete professional identity and a mindset shift that changed everything

KEY GAINS

✦ Clarity on VA value proposition

✦ Tools & client onboarding skills

✦ Professional identity & confidence

THE SHIFT

"I'm not just the help, I'm a skilled professional with something valuable to offer."

HER TRANSFORMATION

"Joining the Virtual Haven program helped me turn a dream into a clear, achievable path. I initially wanted more freedom and work-life balance, but I quickly realized that being a VA is about much more, it's about creating impact while growing a sustainable career. Through the program, I gained clarity, confidence, and the practical knowledge I lacked, from tools and client onboarding to understanding the real value a VA brings to a business. Most importantly, I experienced a mindset shift: I'm not 'just the help,' I'm a skilled professional with something valuable to offer. This journey has empowered me to step into the VA space with purpose and pride, ready to build the flexible, fulfilling life I've been working toward."

— Joy, Canada · Beyond Admin Masterclass Graduate

Career Services · Student Journey

Alumini Testimonials

Sarsabila Kayaba, Ghana:



"The Virtual Haven challenge was truly transformative. It not only deepened my understanding of the VA industry—from communication and branding to service delivery—but also reshaped how I see myself. I now view myself as a business owner, not just a service provider. The program helped me build confidence, develop valuable skills like graphic design and time management, and create a strong foundation to serve clients professionally. More than just learning tools like Canva or portfolio building, I learned the importance of showing up with initiative, integrity, and purpose. This experience has empowered me to pursue my VA journey as a serious, rewarding career path."

Joy, Canada:



"Joining the Virtual Haven program helped me turn a dream into a clear, achievable path. I initially wanted more freedom and work-life balance, but I quickly realized that being a VA is about much more—it's about creating impact while growing a sustainable career. Through the program, I gained clarity, confidence, and the practical knowledge I lacked, from tools and client onboarding to understanding the real value a VA brings to a business. Most importantly, I experienced a mindset shift: I'm not **'just the help'**—I'm a skilled professional with something valuable to offer. This journey has empowered me to step into the VA space with purpose and pride, ready to build the flexible, fulfilling life I've been working toward."



Lamidi Aminat:

"This program gave me a solid foundation in the virtual assistant industry and completely transformed my mindset. I learned that I don't need to have it all figured out to start; I just need to show up, learn, and grow. The hands-on experience with industry tools like Canva, Trello, MailerLite, and Meta Suite, along with insights into client communication, workflow, and professionalism, has equipped me to confidently support clients. I now understand the real value VAs bring to overwhelmed business owners, and I'm excited to step into this space with clarity and confidence."

Career Services · Student Journey

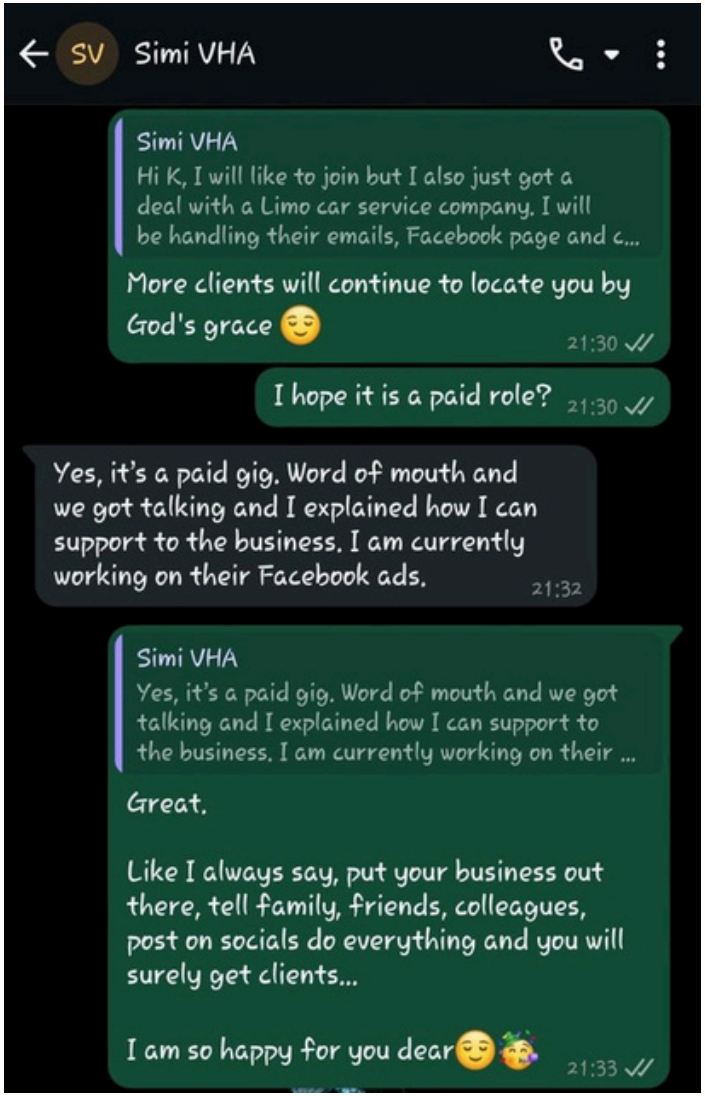
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USA · Beginner VA

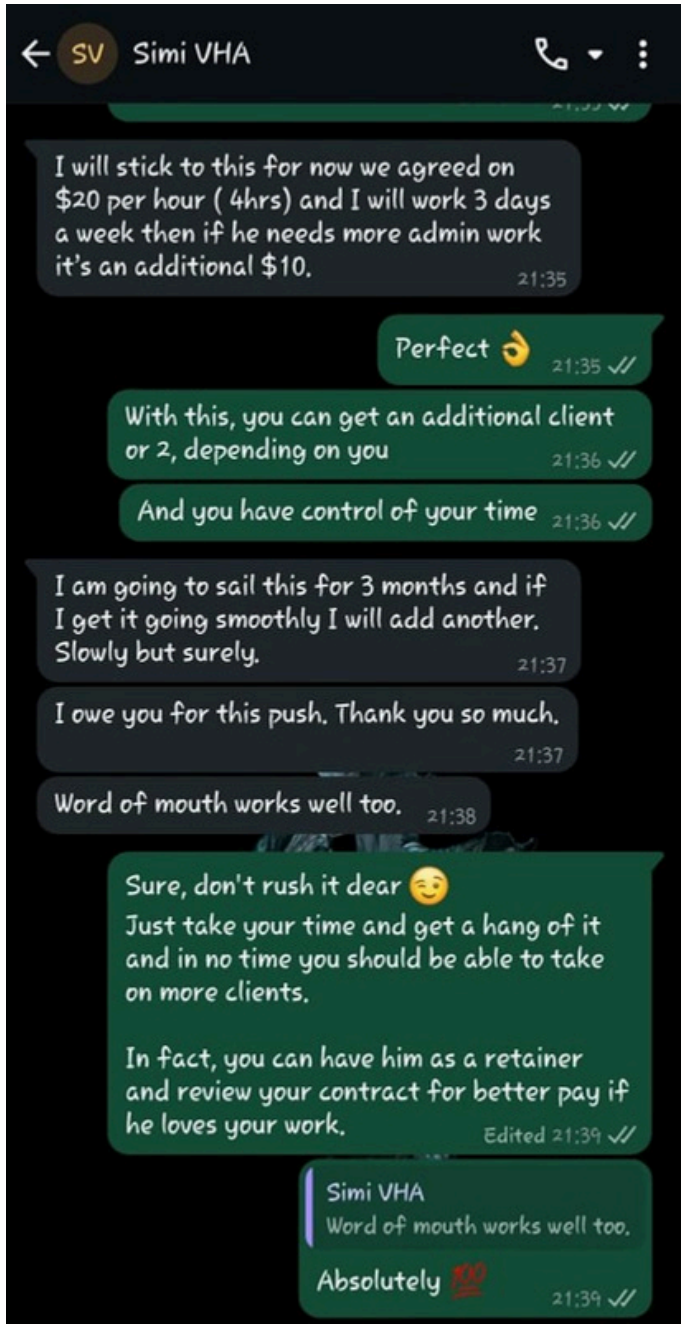
01



02



03



Ready to Begin?

Let's talk.

Whether you're a business owner ready to take tasks off your plate, or a professional ready to build a career that pays, **Virtual Haven is your next step.**

Let's find out exactly what support you need and build from there.

GET IN TOUCH

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virtualhavenservices.org

Book a Consultation!
VirtualHavenServices Strategy Call



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