Thato Pheea

Virtual Assistant

My expertise lies in identifying and capitalising on new business opportunities, fostering strong relationships with executive stakeholders, and driving impactful sales and marketing strategies. I excel at engaging key decision-makers and building profitable, enduring partnerships. Throughout my career, I have consistently secured new business ventures through strategic account prospecting, in-depth market analysis, and

efficient project management, delivering measurable success and growth



Skills and Experience

Technical skills & Software tools

for the organisations I have supported.

- MS Excel, Word & PowerPoint
- Monday.com & Trello
- → HubSpot, Salesforce & Pipedrive
- Shopify
- Canva
- Calendly

Clockify

- ChatGPT & Read.ai
- → Facebook, Instagram & YouTube

Slack

Linkedin

Professional skills

- General Administration & Organisation
- Email Management
- Documents & Scheduling
- Research & Data Capturing
- Proofreading
- Project Management
- Sales Strategy
- Lead Prospecting & Generation
- Sales & Cold Calling → Public Relations & Marketing
- Customer Service
- Copywriting

Industry Experience

- → Administration & Support Services
- Advertising & Marketing Business Management & Consulting
- Coaching
- Customer Service
- Sales

Work Experience

Oct 2023 -Current

Virtual Assistant

Outsourcery

- Provide dedicated support to credit and sales teams, ensuring seamless operations.
- Liaise effectively with customers to address inquiries and resolve issues promptly. Cultivate and strengthen customer relationships to enhance loyalty and satisfaction.

Oct 2022 - Sept 2023

Business Development Manager

Dimitra Technology

- Identify and prospect potential clients, converting them into valuable business opportunities.
- Present and promote new products and services to strengthen and expand existing client relationships.
- Engage with both internal teams and external contacts to foster collaboration and growth.
- Identify and develop opportunities within distribution channels, services, and campaigns to drive sales. Conduct research to align with the organisation's mission, ensuring a strong and accurate market presence.
- Submit detailed and accurate data for weekly progress reports, tracking key performance indicators. Attend industry events, conferences, and associations, providing insights on market trends and contributing to business development.

Oct 2021 - Apr 2022

Business Development Manager

Sendmarc

- Sell DMARC services, educating clients on the value and benefits of email security.
- Develop and implement a comprehensive sales strategy for a new suite of services. Acquire new clients by identifying business needs and presenting tailored solutions.
- Cultivate long-term business relationships, ensuring customer satisfaction and loyalty. Consistently meet and exceed sales targets, driving revenue growth. Build and maintain a sustainable pipeline of business, securing ongoing opportunities and partnerships.

Feb 2020 - Feb 2021

Business Development Manager

ContinuitySA

- Soldcloud, collocation, disaster recovery advisory solutions.
- Experience with telephony, connectivity, IP networks, cloud services, VoIP, last mile connectivity and managed
- services. Excellent interpersonal skills and ability to manage channel partners / clients.
- Great presentation and communication skills.
- Proficient in MS Office with strong administration skills. Sales cycle management.
- Market Intelligence.
- Implemented fully integrated resilience and disaster recovery solutions to meet demands of the market. Developed new business by networking with prospects and valuable customers through industry events.
- Collaborated with company departments.

Jun 2017 - Mar 2019

Business Development Manager

Ethno Afrika/Joe Public United

- Closely worked with the business team to make strategic choices and priorities for powerful growth plans.
- Support marketing and other relevant functions that ensure successful brand-building.
- Facilitated new product development process, providing research if necessary. Worked closely with marketers to identify research/analytical needs.
- Addressed these needs through custom research and if available, existing internal and syndicated data.
- Help manage large-scale marketing research initiatives. Assisted in leading the execution and reporting of qualitative research.

Jun 2015 - Jan 2017

Owner/Founder

ColoRED People Footwear

- Set company culture, facilitated communication and built cohesion between team members.
- Established and administered annual budget with effective control to prevent overages. Set, enforced and optimised internal policies to maintain efficiency and responsiveness to demands.
- Evaluated suppliers by assessing quality, timeliness and compliance of deliveries to maintain tight cost controls and maximize business operational efficiency.

Education & Certifications



Business

YES, I WANT TO PROCEED WITH THIS CANDIDATE



Vega School

University of Cumbria

NO, PLEASE SHARE MORE PROFILES

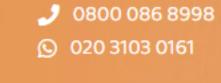
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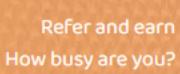




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