

# 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 for the organisations I have supported.



## Skills and Experience

<p><b>Technical skills &amp; Software tools</b></p> <ul style="list-style-type: none"> <li>MS Excel, Word &amp; PowerPoint</li> <li>Monday.com &amp; Trello</li> <li>HubSpot, Salesforce &amp; Pipedrive</li> <li>Shopify</li> <li>Canva</li> <li>Clockify</li> <li>Calendly</li> <li>ChatGPT &amp; Read.ai</li> <li>Slack</li> <li>Facebook, Instagram &amp; YouTube</li> <li>LinkedIn</li> </ul>	<p><b>Professional skills</b></p> <ul style="list-style-type: none"> <li>General Administration &amp; Organisation</li> <li>Email Management</li> <li>Documents &amp; Scheduling</li> <li>Research &amp; Data Capturing</li> <li>Proofreading</li> <li>Project Management</li> <li>Sales Strategy</li> <li>Lead Prospecting &amp; Generation</li> <li>Sales &amp; Cold Calling</li> <li>Public Relations &amp; Marketing</li> <li>Customer Service</li> <li>Copywriting</li> </ul>	<p><b>Industry Experience</b></p> <ul style="list-style-type: none"> <li>Administration &amp; Support Services</li> <li>Advertising &amp; Marketing</li> <li>Business Management &amp; Consulting</li> <li>Coaching</li> <li>Customer Service</li> <li>Sales</li> </ul>
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## Work Experience

<p><b>Oct 2023 - Current</b></p>	<p><b>Virtual Assistant</b> Outsourcery</p> <ul style="list-style-type: none"> <li>Provide dedicated support to credit and sales teams, ensuring seamless operations.</li> <li>Liaise effectively with customers to address inquiries and resolve issues promptly.</li> <li>Cultivate and strengthen customer relationships to enhance loyalty and satisfaction.</li> </ul>
<p><b>Oct 2022 - Sept 2023</b></p>	<p><b>Business Development Manager</b> Dimitra Technology</p> <ul style="list-style-type: none"> <li>Identify and prospect potential clients, converting them into valuable business opportunities.</li> <li>Present and promote new products and services to strengthen and expand existing client relationships.</li> <li>Engage with both internal teams and external contacts to foster collaboration and growth.</li> <li>Identify and develop opportunities within distribution channels, services, and campaigns to drive sales.</li> <li>Conduct research to align with the organisation's mission, ensuring a strong and accurate market presence.</li> <li>Submit detailed and accurate data for weekly progress reports, tracking key performance indicators.</li> <li>Attend industry events, conferences, and associations, providing insights on market trends and contributing to business development.</li> </ul>
<p><b>Oct 2021 - Apr 2022</b></p>	<p><b>Business Development Manager</b> Sendmarc</p> <ul style="list-style-type: none"> <li>Sell DMARC services, educating clients on the value and benefits of email security.</li> <li>Develop and implement a comprehensive sales strategy for a new suite of services.</li> <li>Acquire new clients by identifying business needs and presenting tailored solutions.</li> <li>Cultivate long-term business relationships, ensuring customer satisfaction and loyalty.</li> <li>Consistently meet and exceed sales targets, driving revenue growth.</li> <li>Build and maintain a sustainable pipeline of business, securing ongoing opportunities and partnerships.</li> </ul>
<p><b>Feb 2020 - Feb 2021</b></p>	<p><b>Business Development Manager</b> ContinuitySA</p> <ul style="list-style-type: none"> <li>Sold cloud, collocation, disaster recovery advisory solutions.</li> <li>Experience with telephony, connectivity, IP networks, cloud services, VoIP, last mile connectivity and managed services.</li> <li>Excellent interpersonal skills and ability to manage channel partners / clients.</li> <li>Great presentation and communication skills.</li> <li>Proficient in MS Office with strong administration skills.</li> <li>Sales cycle management.</li> <li>Market Intelligence.</li> <li>Implemented fully integrated resilience and disaster recovery solutions to meet demands of the market.</li> <li>Developed new business by networking with prospects and valuable customers through industry events.</li> <li>Collaborated with company departments.</li> </ul>
<p><b>Jun 2017 - Mar 2019</b></p>	<p><b>Business Development Manager</b> Ethno Afrika / Joe Public United</p> <ul style="list-style-type: none"> <li>Closely worked with the business team to make strategic choices and priorities for powerful growth plans.</li> <li>Support marketing and other relevant functions that ensure successful brand-building.</li> <li>Facilitated new product development process, providing research if necessary.</li> <li>Worked closely with marketers to identify research/analytical needs.</li> <li>Addressed these needs through custom research and if available, existing internal and syndicated data.</li> <li>Help manage large-scale marketing research initiatives.</li> <li>Assisted in leading the execution and reporting of qualitative research.</li> </ul>
<p><b>Jun 2015 - Jan 2017</b></p>	<p><b>Owner/Founder</b> ColorRED People Footwear</p> <ul style="list-style-type: none"> <li>Set company culture, facilitated communication and built cohesion between team members.</li> <li>Established and administered annual budget with effective control to prevent overages.</li> <li>Set, enforced and optimised internal policies to maintain efficiency and responsiveness to demands.</li> <li>Evaluated suppliers by assessing quality, timeliness and compliance of deliveries to maintain tight cost controls and maximize business operational efficiency.</li> </ul>

## Education & Certifications

<p><b>MBA in International Business</b> University of Cumbria</p>	<p><b>Certificate in Brand Communications</b> Vega School</p>
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YES, I WANT TO PROCEED WITH THIS CANDIDATE      NO, PLEASE SHARE MORE PROFILES

