



# GRETHA ZONDAGH

Your Partner for Clear Strategy

Sales & Marketing Executive  
Business Growth Strategist

- +230 5533 6414
- gretha@thevirtual-link.com
- www.thevirtual-link.com

## EXECUTIVE PROFILE

Results-driven Sales and Marketing Professional with over a decade of experience in Sales, Marketing, and Business Development. Proven track record of building high-performing sales teams, executing strategic marketing initiatives, and driving sustainable revenue growth. Skilled in aligning business strategy with market opportunities, strengthening brand positioning, and delivering measurable business outcomes.

## CORE COMPETENCIES

- OPERATIONS MANAGEMENT
- BUSINESS DEVELOPMENT
- PROJECT MANAGEMENT
- SALES LEADERSHIP
- ADVERTISING STRATEGY
- STRATEGIC MARKETING
- REVENUE GROWTH
- TRAINING
- CUSTOMER BEHAVIOR

## PROFESSIONAL EXPERIENCE

### Business Owner The Virtual-Link

Provide online business management and growth consulting services, specialising in marketing strategy, customer behavior analysis, project management, sales training, and advertising solutions.

- Marketing and brand strategy development
- Customer behavior insights and data-driven decisions
- Sales performance improvement and training
- Project and campaign management

### Head of Sales and Marketing Primedia OOH – X/procure Division

Led the sales and marketing strategy for the X/procure division, focusing on expanding market reach and increasing revenue.

- Revenue growth through strategic sales initiatives
- Managed and developed the sales team
- Implemented marketing strategies to strengthen brand presence

### Professional Strengths

- ✓ Strategic Thinking with Practical Execution
  - ✓ Leadership and Team Development
- ✓ Market Insight and Customer-Centric Strategy
  - ✓ Revenue and Business Growth Focus

**The Virtual-Link**

*Connecting strategy, people, and growth.*