



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
- Sales Leadership
- Revenue Growth
- Business Development
- Advertising Strategy
- Training
- Project Management
- Strategic Marketing
- 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

QUALIFICATIONS

- ✓ Marketing Degree - Institute of Marketing Management
- ✓ Digital Marketing Diploma - University of Cape Town

The Virtual-Link

Connecting strategy, people, and growth.