Zamokuhle Masina

Operational & Relationship Executive at NMM | Strategic Partnerships Lead at Khula Okuhle | Building Collaborative Networks and Driving Strategic Growth



Personal details

Zamokuhle Masina

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Female

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Skills

Contract Negotiation

Project Management

Business Development

Customer Experience

Relationship Building

Business Strategy Sales

Management Marketing

Strategy Digital

Marketing

Profile

As an experienced **Operational and Relationship Executive** and **Strategic Partnerships Lead** at Khula Okuhle, I am driven by the opportunity to build meaningful connections that fuel growth, especially within the township economy. I focus on crafting practical strategies, leading high-performing teams, and forming partnerships that create long-lasting, tangible results. My approach is grounded in delivering real value through solid networks, while creating scalable opportunities that support local businesses. By combining operational know-how with a strong ability to connect people, I aim to drive impactful change and contribute to the growth of the township development sectors.

Education

Bachelor of Philosophy (Hons), Marketing Management — **Jan 2011 - Dec 2011**
IMM Graduate School of Marketing

Certificate of Competence in Negotiation Skills — **Jan 2010 - Dec 2010**
Spectrium Guaduate School of Business

Marketing Management, International Marketing — **Jan 2008 - Dec 2010**
IMM Graduate School of Marketing

Employment

Strategic Partnerships Lead — **Mar 2025**
Khula Okuhle
Lead strategic collaborations focused on early-stage entrepreneurship, building partnerships that provide access to resources, networks, and growth opportunities for emerging businesses.

Operational & Relationship Executive — **Sep 2024**
National Mentorship Movement
Lead operational strategy to enhance NMM’s mentorship programs and foster personal and professional growth for participants while overseeing relationship management for mentors and mentees and developing partnerships with corporate and community stakeholders to broaden NMM's reach and impact.

Platform Experience Manager — **May 2017**
The National Mentorship Movement, Rosebank, Johannesburg
As a platform manager, I oversee platform operations, ensuring functionality, user satisfaction, and alignment with organizational goals. My responsibilities include troubleshooting, coordinating updates, enhancing user experience, managing content, and implementing strategies for improvement. I also monitor performance metrics, ensure compliance, and protect user data. In mentorship platforms, I facilitate interactions, track progress, and optimize pairings to achieve impactful outcomes.

Event Planning

Presentation Skills

Customer Service

Channel Partners

Strategic thinking

Mentorship

Languages

English, Siswati

Hobbies

Song Writing & Composing

Strategic Partnerships Lead **Oct 2024 – Feb 2025**

Precision Labz

Drive strategic growth at Precision Labz through targeted partnerships and relationship-building initiatives with key industry players, managing negotiations and collaborating with cross-functional teams to integrate these opportunities into the operational framework for long-term collaboration.

Marketing Administrator **Oct 2016 - Apr 2017**

The Awethu Project, Braamfontein, Johannesburg.

Zamokuhle Masina served as a Marketing Administrator at the Awethu Project, where she supported marketing initiatives, managed administrative tasks, and coordinated promotional activities. She played a key role in content creation, social media management, and event coordination to enhance brand visibility. Additionally, she assisted in executing marketing campaigns and maintained effective communication with stakeholders.

Service Division Sales and Marketing **Jun 2015 - Feb 2016**

Fireco (Pty) Ltd., Rivonia, Johannesburg.

As a service sales and marketing consultant at an engineering firm, I developed and implemented strategies to drive client acquisition and retention, ensuring alignment with technical capabilities and market demands. I also collaborated with cross-functional teams to deliver tailored solutions, enhance brand visibility, and achieve revenue targets.

Dot FNB Banker **Jan 2014 - Jun 2015**

First National Bank, Bryanston, Johannesburg

As a Dot Banker, I managed client portfolios, delivering tailored financial solutions to meet individual needs and drive account growth. I consistently exceeded sales targets while providing exceptional customer service, ensuring client satisfaction and long-term loyalty.

General Enquires Consultant **Jun 2011 - Dec 2013**

First National Bank, Randburg, Johannesburg

As a General Enquiries Consultant at a bank, I provided front-line support to customers, addressing their queries and resolving issues efficiently to enhance their banking experience. I ensured accurate information delivery and upheld service excellence, fostering trust and customer satisfaction.

Sales and Marketing Consultant **Aug 2010 - Apr 2011**

Spectrium, Braamfontein, Johannesburg

As a Sales and Marketing Consultant, I developed and executed strategies to drive customer acquisition and boost sales while ensuring brand visibility. I collaborated with clients to identify their needs, delivered tailored solutions, and consistently exceeded revenue targets.

Certificates

Negotiation Skills **Oct 2010**

With a certificate in negotiation skills, I excel at facilitating win-win outcomes, resolving conflicts, and building strong relationships. I leverage strategic communication and problem-solving techniques to secure agreements that align with organizational and stakeholder objectives.

Achievements

- Contributed to the team's success in winning the **Africa Start-Up Ecosystem Builders Summit and Awards** – Start-Up Mentor of the Year (2022/2023).
- Played a key role in the team's recognition as runner-up for the **CSI Awards**.

- Collaborated in successfully leading the **National Mentorship Movement pilot program** (January–April 2017).
- Assisted in securing **R5 million in funding from the CEO Fund** for the organization's initiatives.
- **Launch of the Fireco Johannesburg Branch** (June 2015).
- Recognized as **Top Performing Dot FNB Banker** in Cheque Accounts (2014).