

Moné Janse van Rensburg

Chief of Staff

Cape Town, South Africa | [LinkedIn](#) | [Portfolio](#)

Operations and go-to-market specialist who builds from the ground up. Combines execution bias with product launch expertise, having grown CTOs on social platforms and scaled fintech fundraising from zero.

EXPERIENCE

Sales And Marketing Intern Quanted	Feb 2024 — Jun 2026 <i>London Area, United Kingdom</i>
Led GTM for 2 product launches reaching 40+ buy-side funds managing over \$2.5T in assets. Closed \$1M pre-seed round, owning deal decks, outreach, and data-room creation. Ran partner outreach to sign 20+ partners in six months and developed new partner CLAs. Grew CTO's LinkedIn from 100 to 15k followers (1.5M+ reach) and company profile to 4k followers (300k+ reach). Recruited and onboarded full team of 9 hires with day-to-day management of 2 direct reports.	
Marketing Intern Quanted	Feb 2024 — Jun 2024 <i>Remote</i>
Early-stage marketing role at investment-tech startup supporting GTM initiatives and brand building efforts.	
Business Strategist Intern Mukuru	Jun 2023 — Jul 2023 <i>Cape Town, Western Cape, South Africa</i>
Brand strategy internship at fintech company.	
Business Consultant Shuttle up	Mar 2022 — Sep 2023 <i>Cape Town</i>
Business consultant for events and transport company.	
Front of House Gino's	May 2017 — Feb 2020 <i>South Africa</i>
Front of house operations in hospitality.	

EDUCATION

University of Cape Town <i>Bachelor of Commerce - BCom Honours in Marketing</i>	Sep 2022 — Dec 2023
Graduated first in class. Cum laude, 86%. Financial services focus.	
Vega School at Emeris <i>Bachelor of Commerce - BCom in Digital Marketing</i>	Mar 2020 — Dec 2022
Graduated first in class. Cum laude, 87%.	
Rhenish Girls High School <i>National Senior Certificate</i>	Sep 2015 — Jun 2019
5 distinctions. Summa Cum Laude.	
Rhenish Girls' High School <i>NSC Matric</i>	
5 distinctions Summa Cum Laude	

PROJECTS

Brand Challenge - BP Express
As part of the annual experiential component of my third year Vega School qualifications, I completed Brand Challenge. This is a four-week project is a brand simulation that illustrates the systemic relationship between theory and practical application where students research and solve problems given by external companies and present them with innovative solutions.

Brand Activation - TEARS organisation
As part of the annual experiential component of second year Vega Students, I completed Brand Activation. This is a two-week project a brand simulation that illustrates the systemic relationship between theory and practical application where students work with external clients.

CERTIFICATIONS

Public Relations for Start-Ups , Udemy	May 2025
School of Management Prize , Siphiwe Dlamini	Mar 2024

M&C Saatchi Open House , M+C Saatchi Group	Oct 2023
Cocktail Masterclass , Shaker Bartender School	Nov 2022
Giving Your Elevator Pitch , LinkedIn	Nov 2022
Bright Star Merit Award , Vega School Cape Town	Feb 2022
Top 10 Vodacom Bursary Applicant , Vega School Cape Town	Dec 2020
SEO II Certified , HubSpot Academy	
SEO Certified , HubSpot Academy	
Email Marketing , HubSpot Academy	

SKILLS

Canva · Microsoft Office · Microsoft Excel · Brand Building · GTM engineering · Event Planning · Wedding Coordinating · Go-to-Market Strategy · PR & Communications · Operations & Workflow Automations · Team Management & Hiring · Cross-functional Alignment · GTM Ops · Brand Development · Lead Generation · Facebook Marketing · Instagram Marketing · SEO & GEO · Leadership · Teamwork · Communication · Personal Branding · Web Development · Public Relations · Email Marketing · Search Engine Optimization (SEO) · SEO Copywriting · SEO strategy · LinkedIn Marketing · Credit Analysis · SEO reporting · Pitching Ideas · Artificial Intelligence (AI) · Growth Strategies · Customer Relationship Management (CRM) · Startup Development · B2B Marketing · Market Research · Financial Markets · AI workflow design · investor relations · fundraising operations · interactive deck design · organic growth ops · AEO · team recruiting · executive ghostwriting · pipeline growth · product launch operations · legal coordination · legal review