



Rantsho Kola

Business & Property Development Consultant

I am a keen observer with an interest in understanding consumer behaviour, market trends and insights. I offer strategy on how to best position businesses in the digital space and better communicate their message and story to their audience and market.

Contact

Phone
078 149 2365

Email
rmkola@icloud.com

Address
17 Spring Road
The Gardens
Johannesburg

Education

2016-2018
Bachelor of Commerce _
Strategic Management
IIE Institute - Varsity College

2022
Data Science in Real Estate
(Online short-program)
MIT - Massachusetts Institute of
Technology

References

Neo Marumo-Mphaphuli,
Consulting Partner
01marumo@gmail.com
082 437 0844

Anthony Stern Snowy L Prop
anthony@curatedspaces.co.za

Experience

2023 - present
Vivere Live Well | Johannesburg, South Africa

Consultant- Retail (Home
& Leisure Client)

Business Development & Management

- New business acquisition & supplier liaison

Content Strategy & Planning

- Research Industry trends
- Content release planning
- Content creation & idea generation
- Analysis of content trends and patterns
- Research industry related topics
- Create and distribute short campaigns

Brand Equity Drive

- Increase brand awareness
- Consumer perception and unlocking social value
- Consumer retention strategy and implementation

Copy Writing

- Ad-campaign design and publishing
- Campaign performance tracking & analysis

Concept design & Implementation

- Product selection & design
- Product quality assurance checks

Business Development & Management

Product sourcing & procurement

2023 - Present
Snowy L Prop | Johannesburg, Melrose

Property Management
Consultant- Operating

Property advertising and marketing strategy

Brand Equity & Management

Tenant Mix Optimization

Revenue stream strategies

Inspecting properties & arranging for repairs and managing contractors

Arranging contracts for maintenance

Reporting the properties financial status, occupancy and expiring leases

Liaising advertising of vacant properties with leasing team

Tenant meetings and assessment of potential new tenants.