

# TYRONE RUBIN CV

**Marketing Manager | Content Creator | AI Innovator | Filmmaker**

Personal website: [www.tyronerubin.com](http://www.tyronerubin.com)

Email: [tyronerubinfilm@gmail.com](mailto:tyronerubinfilm@gmail.com)

Mobile: +27 61 407 4476

Linkedin: <https://www.linkedin.com/in/tyronerubin/>

**Companies I co-founded**

Artifice: [www.artificestudiosai.com](http://www.artificestudiosai.com)

Picturescope: [www.picturescope.com](http://www.picturescope.com)

MetaLabsAfrica: [www.metalabsafrica.com](http://www.metalabsafrica.com)

## Professional Summary

- Results-driven professional with 25+ years of experience in film, advertising, and emerging technologies, spanning roles such as producer, editor, designer, entrepreneur, and creative researcher.
- Expertise spans multiple industries with a large focus on AI-integrated content and immersive VR/AR projects, leveraging cutting-edge technology to drive innovative storytelling.
- Founder of multiple tech and content creation companies such as Artifice Studios, Picturescope, MetaLabsAfrica and Sense Virtual successfully merging creativity and technology to deliver meaningful results.
- Proven track record of leading cross-functional teams and managing high-profile client collaborations, driving projects from concept to completion.

## Key Expertise

### **Content Creation & Production**

Proficient in delivering innovative and engaging content, leveraging expertise across the full production spectrum including: pre-production (concept development, storyboarding, project planning) through to delivery and post-production.

### **AI & Emerging Technologies**

Transformational marketing technologist with expertise in leveraging AI, VR/AR, and metaverse solutions to craft immersive digital experiences and content. Skilled in developing innovative AI-driven content, harnessing virtual and augmented reality to captivate audiences to drive innovative digital experiences in the advertising and marketing industry.

### **Digital & Social Marketing**

Expertise in developing and executing data-driven campaigns, leveraging social media, email, and content marketing strategies. Proficient in analytics tools (Google Analytics, Facebook Insights) and advertising platforms (Facebook Ads). Skilled in content creation, brand management, SEO, influencer marketing, and campaign optimization to drive engagement and conversions.

### **Project Management**

Results-driven project manager with expertise in planning, budgeting and team leadership. Proven ability to deliver projects on time, within budget, and to required quality standards. Skilled in agile methodologies, stakeholder engagement, and effective communication to drive project success.

### **Creative Research**

Resourceful and meticulous film researcher with 25+ years of experience, in a freelance capacity, expertise in uncovering unique archival materials for use in director and agency script and production treatments and research. Proficient in online research tools, and archival collections (e.g., IMDb, British Film Institute, National Archives). Skilled in script analysis, story development, and providing actionable research insights and inspiration to inform compelling storytelling.

### **Editing**

Over 20 years of experience, in a freelance capacity, in editing short films, commercials, and music videos. Proficient in industry-standard editing software (Adobe Premiere Pro, Final Cut Pro). Skilled in collaborative storytelling, script analysis, and delivering high-quality outputs under tight deadlines.

## Software Proficiency

**AI Tools:** OpenAI, MidJourney, ElevenLabs, Runway ML

**Project Management, Digital and Social Media:** Trello, Google Analytics, Google AdWords, Asana, META business Suite, Microsoft Office, Mail Chimp

**Web Development:** WordPress, Shopify, Squarespace

**Design & Editing:** Adobe Photoshop, Adobe Premiere Pro, Canva

## Professional Experience

### **China Town, StoreSmart, The High Road | May 2023 – Present**

#### **Position: Marketing Manager**

- Developed and executed digital and social marketing strategies from strategy, through to content creation and campaign implementation.
- Responsible to driving online sales, brand awareness, and customer engagement
- Core responsibilities include analyzing data to optimize campaign performance and customer experience

### **Artifice Studios | [www.artificestudiosai.com](http://www.artificestudiosai.com) July | July 2024 – Present**

#### **Position: Founder, Producer, Director, Project Manager & Client Liaison**

- Established and managed the launch and operation of Artifice, an AI-powered content production solution to create scalable, innovative content solutions.
- Additionally, I oversaw business development and manage strategic partnerships to propel revenue growth.

### **MetaLabs Africa | [www.metalabsafrica.com](http://www.metalabsafrica.com) | September 2015 – Present**

#### **Position: Founder, Project Manager & Client Liaison**

- Directed immersive VR/AR projects and NFT campaigns for clients such as Ogilvy, Mr Price, and Volkswagen.
- Developed strategies for metaverse and blockchain experiences.
- Created award-winning NFT experiences for the Volkswagen Metaverse Campaign.

### **Picturescope | [www.picturescope.com](http://www.picturescope.com) | August 2011 – Present**

#### **Position: Co-Founder, Producer**

Produced and worked as Creative Researcher on our films.

- *Nothing About Nothing* - Short Film (Directed by Daniel Levi)
- *Commando* - Short Film (Directed by Robin Goode)
- *It's Complicated* - Short Film (Directed by Grant De Sousa)
- *Flesh & Blood* - Feature Film (Directed by Robin Goode)
- *The Home* - Feature Documentary (Screened at International Film Festivals)
- *The Elephant Whisperer* - Feature Film (In Development)

### **SenseVirtual Studios and Arcade | September 2015 - Present**

#### **Positions: Founder, Project Manager & Client Liaison**

- Established and managed a Virtual Reality Studio and Arcade in Sea Point for a period of three years, directing all operational aspects from conceptualisation to execution. Responsibilities encompassed a broad range of responsibilities, including business development, project management, client engagement, staff training, and marketing strategy development.
- The VR Studio is responsible for VR and AR content experiences for some of the largest companies globally, including Google, ABSA, TFG, Adidas, and Capitec.

### **Go-Drive | October 2020 - September 2023**

#### **Position: Co-Founder, Project Manager**

- Established and managed the launch and operation of a drive-in theater in Woodstock, successfully managing the venture for three years and overseeing every stage, from concept to delivery.

## Education

AFDA (South African School of Motion Picture Medium and Live Performance). Graduated 2003.

Bachelor of Arts in Film, Media, Producing, and Editing from AFDA

## References

- Justin Cohen – Picturescope – Owner – [justin@picturescope.com](mailto:justin@picturescope.com)
- Grant De Sousa – They Films – Director – [grant@they.za.com](mailto:grant@they.za.com)
- Romy Kruger – Operations Manager, China Town – [romy@chinatownsa.co.za](mailto:romy@chinatownsa.co.za)
- Brendan Louw – MetaLabsAfrica – Partner – [brendan@vrentsssa.com](mailto:brendan@vrentsssa.com)
- Robin Goode – Figment Films – Director & Producer – [robin@figment.tv](mailto:robin@figment.tv)