

TYRONE RUBIN

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MARKETING MANAGER | CONTENT CREATOR | RESEARCHER | EDITOR

25+ years at the intersection of story, marketing, tech. Founder of **Artifice Studios** (AI-powered production), **Picturescope** (films), **MetaLabs** (VR/AR experiences) and **SenseVirtual** (VR arcade & studio). These companies' clients include VW, Capitec, Google, Ogilvy, ABSA, Mr Price and Adidas.

WORK EXPERIENCE

Artifice - Founder, Producer & Project Manager - <https://www.artificestudiosai.com/> 2024 – 2025

Established & managed launch and operation of Artifice, an AI-powered content production solution to create scalable, innovative content solutions. Led end-to-end creation of high-impact AI-generated spec commercials for brands such as Toyota, BMW, and Tiffany, including ideation, scripting, editing, and final delivery. Oversaw integration of tools like Runway, Midjourney, HeyGen, and Sora to produce cinematic-quality visuals, motion design, and branded storytelling at scale.

Picturescope Founder, Producer & Project Manager - <https://picturescope.com/> 2011 – 2025

Produced and managed award-winning shorts and features including *Flesh & Blood*, *The Home*, and *The Elephant Whisperer* (in development), overseeing the full spectrum from development through to delivery. Responsibilities included securing IP rights, building financing structures, assembling talent and crew, managing production logistics, and executing global festival and distribution strategies across markets including Cannes, Berlinale, and TIFF.

Freelance Content Creator, Editor, Researcher, Project Manager & Producer 2005 – 2025

Freelance editor, researcher, and content creator for leading creative agencies and production companies including They, Giant Films, RSA Films, Ogilvy, VMLY&R, Joe Public, TBWA, and 7Films. Projects span editing short films, creating animatics, crafting pitch presentations, and developing online branded content. Responsibilities have included deep research, visual storyboarding, motion design guidance, and high-impact editing across commercial, documentary, and digital formats. See my portfolio site <https://tyronerubin.com/>

China Town - Marketing Manager & Project Manager - <https://chinatownsa.co.za/> 2023 – 2024

Marketing Manager for China Town, Cape Town, leading all digital marketing initiatives. Developed campaigns to boost foot traffic, promote seasonal offers, and support tenant visibility. Coordinated community engagement, managed social media platforms, and executed promotional strategies aligned with retail trends and tenant requirements.

StoreSmart - Marketing Manager & Project Manager - <https://www.storesmart.co.za/> 2023 – 2025

Lead end-to-end digital & social strategy, content creation and paid media. I conceptualize, script, shoot, and edit high-performing video and image assets tailored for platforms like Facebook, Instagram, TikTok, and Google, aligning content with seasonal campaigns and brand objectives.

MetaLabsAfrica Founder, Producer & Project Manager - <https://metalabsafrica.com/> 2022 – 2025

I managed the creation produces as we produced cutting-edge VR/AR experiences and NFT campaigns through MetaLabsAfrica, blending emerging technology with brand storytelling. Delivered pioneering projects for clients such as Ogilvy, Mr Price, and VW—pushing the boundaries of digital engagement and Web3 commercialization.

SenseVirtual Founder, Producer & Project Manager

At SenseVirtual, I served as Founder and Creative Director, leading the development of immersive Virtual Reality and Augmented Reality experiences for major brands. I oversaw all aspects of production, from concept and UX design to execution, working with clients like ABSA, Google, and Red Bull. The company became a South African pioneer in VR, driving innovation in experiential marketing and digital storytelling.

EDUCATION

BA Masters in Media and Film | AFDA

1999 - 2002

SKILLS & EXPERTISE

Content Creation, Creative Research, Editor, Producer, Project Manager, Entrepreneur, AI & Emerging Tech, Creative Production, Digital & Social Marketing | Business & Team Leadership | Project & Budget Management, Strategic Partnerships

SOFTWARE SKILLS

Photoshop, Premiere Pro, Canva, WordPress, OpenAI, MidJourney, Runway ML, ElevenLabs, Sora, Kling, Shopify, Squarespace, Google Analytics, Meta Ads Manager, Trello, Asana & Mailchimp

HIGHLIGHT AWARDS & RECOGNITION

Clio Awards 2023 (Silver) – Volkswagen “Game On” NFT Campaign
The One Show 2023 – Visual Craft / Animation shortlist
Multiple Loeries Gold, Silver & Bronze (Social, Tech, Animation)
Flesh & Blood - Won best South African independent feature film.

REFERENCES

Grant De Sousa – They Films – Director – grant@theyfilms.com - +27 84 503 4839
Justin Cohen – Picturescope – Owner – justin@picturescope.com - +27 83 326 9566
Mike Sweiden – StoreSmart – Owner - mike@storesmart.co.za - +27 82 840 7420
Darren Gordon - They Films - Owner - darren@theyfilms.com - +27 82 455 051

WEBSITES & PORTFOLIO

Companies I co-founded

Artifice: www.artificestudiosai.com

Africa’s leading AI-powered creative agency, producing high-impact content using cutting-edge generative tools across image, video, and storytelling.

Picturescope: www.picturescope.com

An award-winning film and content studio specializing in long-form storytelling, including acclaimed feature films and documentaries.

MetaLabsAfrica: www.metalabsafrica.com

A frontier innovation lab focused on crafting immersive Metaverse and Web3 brand experiences for global clients.

SenseVirtual:

A pioneer in South Africa's virtual and augmented reality space, delivering experiential tech solutions for brands, education, and entertainment.

My Personal Website

Tyrone Rubin: <https://tyronerubin.com/>

Tyrone Rubin is a creative technologist and storyteller blending AI, film, and immersive tech to build the future of content and brand experiences.