

# TYRONE RUBIN [tyronerubinfilm@gmail.com](mailto:tyronerubinfilm@gmail.com)

Portfolio - <https://tyronerubin.com/> LinkedIn <https://www.linkedin.com/in/tyronerubin/>

**Title:** Marketing Manager and Content Creator

**Professional Skills:** My professional skills encompass a broad range of creative and strategic capabilities, including expert storytelling, content creation across various media (films, social media), brand building, research, production, editing, digital marketing, campaign development, social media management, community engagement, motion design guidance, and pioneering AI content creation and digital engagement.

**Successfully:** Executed viral campaigns for TikTok, developing award-winning social media campaigns for prominent brands like VW, Ogilvy, Google, Unilever, and Red Bull, contributing to the best independent film of 2024, and proficiently leveraging AI content creation in numerous campaigns highlight Tyrone's core professional skills in expert storytelling, multi-platform content creation (including film and social media), strategic brand building, meticulous research, efficient production and editing, impactful digital marketing, and robust community engagement.

**Soft Skills:** Exceptional leadership and team-building, a strong aptitude for strategic storytelling and creative problem-solving, effective communication, and a collaborative approach demonstrated through community engagement and coordinating diverse teams.

## SOFTWARE SKILLS

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

## EMPLOYMENT EXPERIENCE

**Artifice - Content Creator, Producer & Project Manager - <https://www.artificestudiosai.com/> 2023 – 2025**

- Led end-to-end content creation of AI-generated commercials for brands including Toyota, BMW, and Tiffany – from concept and scripting to editing and final delivery.
- Oversaw integration of advanced AI tools such as Runway, MidJourney, HeyGen, and Sora to produce cinematic visuals, motion design, and branded storytelling at scale.

**China Town - Marketing Manager & Project Manager - <https://chinatownsa.co.za/> 2023 - 2025**

- Marketing Manager for China Town Cape Town, overseeing all digital marketing initiatives.
- Developed and executed campaigns to drive foot traffic, promote seasonal offers, and support tenant visibility.
- Managed social media platforms, content creation, and promotional strategies aligned with retail trends.
- Took TikTok account from 0 to 23,000+ followers organically in under a year, with multiple videos reaching 500,000+ views.

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

- Led end-to-end digital and social media strategy, content creation, and paid media execution.
- Conceptualized, scripted, shot, and edited high-performing video and image assets.
- Created platform-specific content for Facebook, Instagram, TikTok, and Google.

**Picturescope- Producer & Project Manager - <https://picturescope.com/> 2005 – 2025**

- Produced and managed award-winning films including Flesh & Blood, The Home, and The Elephant Whisperer (in development).
- Oversaw full production process from development to final delivery.

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

- Managed and produced VR/AR experiences and NFT campaigns through MetaLabs Africa.
- Blended emerging technology with brand storytelling for innovative digital activations.

**Freelance Content Creator, Editor, Researcher, Project Manager & Producer 2010 – 2025**

- Freelance editor, researcher, and content creator for top agencies and production companies.
- Worked on diverse projects including short films, animatics, branded content, and pitch presentations.
- Provided deep research, visual storyboarding, and motion design direction.
- Delivered high-impact editing across commercial, documentary, and digital formats.

## EDUCATION

BA Masters in Media, Film and Marketing | AFDA

1999 - 2002

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