

RooCruit

Cape Town, South Africa

TYRONE

Marketing Manager | Content Creator | AI Innovator | Filmmaker

PROFESSIONAL SUMMARY

Results-driven professional with over 25 years of experience across film, advertising, and emerging technologies. A versatile creative leader and entrepreneur with deep expertise in AI-integrated content, immersive VR/AR projects, and digital marketing. Proven track record of leading cross-functional teams and managing high-profile global client collaborations, merging cutting-edge technology with innovative storytelling to deliver measurable business results.

KEY SKILLS

Content & Technology

- AI & Emerging Tech (VR/AR/Web3)
- Full-Spectrum Content Production
- Creative Research & Script Analysis
- Professional Video Editing

Marketing & Management

- Digital & Social Marketing Strategy
- Project Management (Agile)
- Data Analytics & Campaign CRM
- Stakeholder & Client Relations

SOFTWARE PROFICIENCY

AI Tools: OpenAI MidJourney ElevenLabs Runway ML Flux Sora Kling

Management & Marketing: Trello Google Analytics Google AdWords Asana META Business Suite MailChimp

Design & Dev: Adobe Premiere Pro Adobe Photoshop WordPress Shopify Canva

PROFESSIONAL EXPERIENCE

AI-Powered Content Production Agency

July 2024 – Present

Founder, Producer & Project Manager

- Established and managed an AI-powered content production solution focused on creating scalable, innovative digital assets.
- Oversaw business development and strategic partnerships to propel revenue growth.
- Acted as primary client liaison, managing the end-to-end delivery of high-tech creative projects.

Specialized Retail & Property Management Group

May 2023 – Dec 2024

Marketing Manager

- Developed and executed comprehensive digital and social marketing strategies for multiple sub-brands.
- Managed full content creation and campaign implementation cycles to drive online sales and brand awareness.
- Analyzed data to optimize campaign performance and enhance the digital customer experience.

Immersive Tech & Metaverse Consultancy

Sept 2015 – Jan 2024

Founder, Project Manager & Client Liaison

- Directed immersive VR/AR projects and NFT campaigns for major international brands including Volkswagen, Google, and Adidas.

- Developed award-winning metaverse strategy and blockchain experiences for global advertising campaigns.
- Managed a high-traffic Virtual Reality Studio and Arcade, overseeing all operational aspects, staff training, and marketing.

International Film & Commercial Production House

August 2011 – Present

Co-Founder & Producer

- Produced several high-profile short films, feature films, and documentaries screened at international film festivals.
- Served as lead Creative Researcher, uncovering unique archival materials for director and agency scripts and treatments.
- Managed complex production budgets and cross-functional creative teams.

Freelance Creative Services

Over 20 Years Experience

Professional Film Researcher & Editor

- Provided high-level film research and script analysis for directors and agencies globally.
- Edited short films, commercials, and music videos using industry-standard tools for high-profile clients.

EDUCATION

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

Bachelor of Arts in Film, Media, Producing, and Editing (Graduated 2003)

LANGUAGES

- English (Full Professional Proficiency)