

# KOTO STAN KUBOI

## EMAIL

stan.kuboi@gmail.com

## WEBSITE

stankuboi.bol.ucla.edu

## EDUCATION

University of California, Los Angeles (UCLA) – Class of 2018  
B.S., Psychobiology  
3.89 GPA  
2017 Sharpe Fellow

## LINKEDIN

linkedin.com/in/stankuboi

## MOBILE

+1 (650)-475-6192

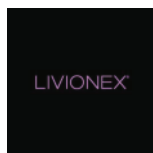
## EXPERIENCE



### CONSUMER MARKETING AND ANALYTICS INTERN

The New York Times  
June 2016 – August 2016

- Identified target universities for international expansion, driving 10.6% student subscriber growth in three months.
- Rehailed value messaging to students with data-driven findings from Google Analytics. New ad assets increased conversion rate by 8.6%.
- Tracked reading data to detail user responses to news environment.
- Analyzed ten subscription businesses for strategic UX opportunities.
- Led branding, monetization, and interface for the TimesMap prototype, a visual tool to explore global content (stankuboi.bol.ucla.edu/#projects).



### MARKETING STRATEGY CONSULTANT

Livionex Inc.  
August 2015 – Present

- Livionex is a biotech startup that pioneers metal modulation technology for applications in dental plaque, cataract, and arthritis control.
- Proposed strategic recommendations for customer acquisition, corporate partnerships, and scientific explainer video.
- Developed pitch deck to secure \$25MM global distribution deal.

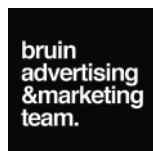


### CONSUMER MARKETING AND DESIGN INTERN

Common Sense Media  
June 2015 – September 2015

- Optimized app store marketing with SEO for key searches, review mining, social ads, and copy fixes to drive 210% spike in downloads.
- Compiled UX changes for app with 100k+ active users.
- Analyzed successful email campaigns for design structures, A/B testing opportunities, and copy optimization.

## LEADERSHIP



### STRATEGIC PLANNING CO-DIRECTOR

Bruin Advertising and Marketing Team  
October 2015 – Present

- AdTeam is UCLA's student-run club that competes in the American Advertising Federation's National Student Advertising Competition.
- Lead eight associates to steer campaign strategy.
- Wrote surveys to identify geographical trends and target segments.
- A/B test creative executions to optimize messaging.
- Analyze focus group activities and 1000+ survey responses.
- Built strategy for 2015 Snapple case, projecting growth by 16% for top of mind awareness, 22% for brand relevance (bruinadteam.com/work).



### COMMITTEE CHAIR

UCLA Health Student Health Advisory Committee  
April 2016 – Present

- Lead a group of eight undergraduate and graduate student representatives to advise UCLA Health.
- Secure \$30,000 in funding for free STI testing campaign.
- Advocate for student interests during the development of policies, programs, and insurance changes on behalf of 40,000 students.

## CAUSES

- Mental health advocacy – Current Marketing Director for Active Minds UCLA.
- Student health programming – Current Web Design Director for UCLA Student Wellness Commission (SWC).

## SKILLS

- Data analysis and visualization – Google Analytics, R, OpenRefine, Tableau, Qualtrics, and CartoDB.
- Graphic design – Adobe Creative Suite.
- Web design – HTML, CSS, and Javascript. Led front-end of TimesMap (stankuboi.bol.ucla.edu/#projects).
- Languages – English and Japanese.
- Project management – Led team for Alt Manuscript project (skuboi.github.io/altmanuskript).