

Tyson Kubota

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EXPERIENCE

The Criterion Collection: Manager, Digital Development

New York, NY

Sept. 2009-present

- Led Criterion's marketing and development efforts and managed Criterion.com, specializing in content strategy, user experience, and interaction design.

Marketing:

- Expanded the Criterion brand presence to Facebook, Twitter, Tumblr and YouTube.
- Developed Criterion's Facebook strategy and voice, using a flexible mix of original video pieces, photography, and curated content.
- Grew Criterion's Facebook audience organically to almost 200,000 highly engaged fans.
- Crafted posts that reach hundreds of thousands of people with nearly zero ad spending.

Development and Design:

- Tripled Criterion.com's monthly unique visitors and doubled ecommerce revenue.
- Oversaw and implemented continuous, iterative design and usability improvements.
- Added Facebook Login to Criterion.com's signup flow and integrated Open Graph metadata across the site.
- Built up a coherent, customized web analytics suite for Criterion.com.
- Led development and design of My Criterion, a social layer where users can track their Blu-ray/DVD collections and create and share custom lists of films.
- Overhauled Criterion.com's ecommerce platform to optimize costs and efficiency.
- Conceptualized, wireframed, and led development of a dynamic sale landing page with real-time product inventory updates.
- Launched a rich product browser, with faceted filtering and Solr-powered search.
- Designed video player and slideshow/photo gallery templates for Criterion.com.
- Built an HTML5 video player fallback for mobile devices.

The Criterion Collection: Production Assistant, Online Video

New York, NY

Sept. 2007-Sept. 2009

- Created and managed a file-based workflow for subtitling, transcoding and uploading feature films and metadata to online platforms including Netflix, Hulu, and iTunes.
- Promoted Criterion films on services like The Auteurs (Mubi.com) and Hulu.
- Led video encoding and QA for Criterion.com's streaming rental service.

Freelance web development

New York, NY

2006-present

- Clients include Radius/The Weinstein Company and Dartmouth College.

EDUCATION

Dartmouth College, B.A. in Film and Television Studies

Hanover, NH

Sept. 2003-June 2007

- Graduated *Summa Cum Laude*. Phi Beta Kappa member. Overall GPA: 3.94/4.00
- Received Heiman-Rosenthal Awards in Arts Administration and Film/TV Studies, the Dickerson Prize in First-Year Writing, and the Stanley Prize for Outstanding Critical Paper
- Completed *Open Shores*, an original 20-minute 16mm narrative film.

TECHNOLOGIES USED

- Skilled with Final Cut Studio, Adobe Creative Suite, OmniGraffle, Google Analytics.
- Regularly use Ruby on Rails, MySQL, x264, Git, the Heroku stack, jQuery, JavaScript, CSS, HTML.

OTHER SKILLS AND INTERESTS

- Director of the Dartmouth Film Society from 2006-2007: crafted original film programs with annual revenue over \$200,000; wrote advertising copy, led weekly meetings, and planned and executed in-person tributes.
- Logged, screened and critiqued more than 700 short films per season for the Telluride Film Festival from 2006-2007. Since 2006, I've also volunteered annually for the festival as a theatre manager.
- Senior Layout Editor and writer for *Montage*, the campus undergraduate film journal, from 2003 to 2007.
- Linguistic ability in French and Japanese.