

# KOTO STAN KUBOI

## EMAIL

stan.kuboi@gmail.com

## WEBSITE

kuboi.io

## EDUCATION

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

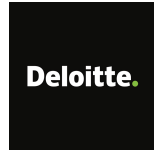
## LINKEDIN

linkedin.com/in/stankuboi

## MOBILE

+1 (650)-475-6192

## EXPERIENCE



### CONSULTING INTERN (DELOITTE DIGITAL)

Deloitte Consulting  
June 2017 – August 2017

- Product development engagement at global entertainment conglomerate for an international distribution and localization platform.
- Owned research, documentation, and business logic behind enterprise cloud search feature. Delivered main reference document for engineers.
- Built and presented training guides to both business and IT client teams. Ran multiple meetings for user testing and knowledge transfer.
- Guide offshore engineers on project priorities with communication on client requirements, data governance, and user feedback.



### CONSUMER MARKETING AND ANALYTICS INTERN

The New York Times  
June 2016 – August 2016

- Identified target schools for international expansion, driving 10.6% student subscriber growth in three months.
- Changed value messaging to students with data-driven insights from Google Analytics. New ad assets increased conversion rate by 8.6%.
- Analyzed subscription products for onboarding and retention practices.
- Led front-end build, monetization model, and branding for prototype of TimesMap, a visual tool to explore global content ([kuboi.io/timesmap.html](http://kuboi.io/timesmap.html)).

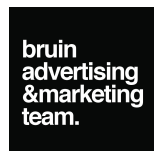


### CONSUMER MARKETING AND DESIGN INTERN

Common Sense Media  
June 2015 – August 2015

- Optimized app store marketing with SEO, review mining, social ads, competitive analysis, and copy fixes to drive 210% spike in downloads.
- Analyzed email campaigns through A/B testing of structural redesigns.
- Proposed UX changes for applications with 100k+ total active users.
- Designed badge system to gamify digital education course.

## LEADERSHIP



### ACCOUNT DIRECTOR ('18) STRATEGY DIRECTOR ('17) STRATEGIC PLANNER ('16)

Bruin Advertising and  
Marketing Team  
October 2015 – Present

- AdTeam is an entirely student-run organization that competes in the annual National Student Advertising Competition.
- ('18) Guide entire club across strategy, media planning, creative, and design teams to create a comprehensive marketing campaign for client.
- ('17) Revamped strategy team to integrate more data by quantifying focus group activities, A/B testing messaging, and parsing nationwide surveys.
- ('16) Identified consumer insights, market trends, and growth areas to define target, tone, and theme of campaign.



### COMMITTEE CHAIR

UCLA Student Health  
Advisory Committee  
April 2016 – Present

- Advise UCLA healthcare entities and UC SHIP insurance system.
- Advocate on the behalf of 40,000 students during the development of policies, programs, and insurance changes.
- Secured \$30,000 in funding for free STI testing outreach campaign.

## CAUSES

- Data journalism – Analysis of popular culture and sociopolitical trends through public and mined data.
- Mental health advocacy – Four years at Active Minds UCLA, with two years as marketing director.
- Public health – Four years at Student Wellness Commission, with three years on executive board.

## SKILLS

- Data analysis and visualization – R, Tableau, Google Analytics, Qualtrics, Chart.js, and Carto.
- Project management – JIRA, Kanban, and timeline maintenance.
- Web and graphic design – Adobe Creative Suite, HTML, CSS, and Javascript.
- Languages – English and Japanese.