

# Ryan Thompson

Web, Community, Video and Social Media Expert

[ryanpthompson.com](http://ryanpthompson.com)

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## Expertise

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- Proven track record of developing and managing successful, award-winning projects
- Rare blend of creative instincts, technical know-how, and project management skills
- Highly experienced in management of online communities including UGC and online competition platforms
- Experienced in leveraging social networks and tools to provide integrated user experiences
- Lifelong gamer with deep understanding of the gaming industry, history, and emerging trends
- Over 50 events of competitive gaming experience as a producer, competitor and admin
- Expert knowledge of competitive gaming balance and user experience

### Web/Content

- *Web Publishing/HTML*
- *Twitter/Facebook/Social*
- *CDN/Video Delivery*
- *Photoshop*
- *Windows/Mac/Networking*
- *Database Management*

### Video Production

- *Directing/Producing*
- *Live Streaming Technologies*
- *Video Editing*
- *Graphics Production*
- *Camera/Audio*
- *Video Encoding*

### Management/Executive

- *Staff Management*
- *Budget Management*
- *Premium Services*

## Experience

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### Senior Video Content Director at Major League Gaming

July 2004 – June 2010 (6 years)

*Privately Held; New York City; Gaming Industry*

*5+MM Unique Viewers - 350+MM Page views / Month*

Produced hundreds of original videos ranging from 6+ hour live broadcasts reaching hundreds of thousands of viewers over the course of a weekend, to multiple-year campaigns with dozens of episodes for major companies like ESPN, HBO, Dr Pepper, Old Spice, Doritos, Stride Gum, EA Sports, and Microsoft.

#### **Overview:**

- Created and directly managed the video department through rapid growth to over 5 million uniques in under 3 years
- Managed an internal fulltime team of 7, and event teams of 20+
- Managed a premium video service with over 5% of user-base subscribed
- Maintained User-Generated video service with over 100,000 videos
- Produced over 100 live event streams spanning multiple days
- Produced hundreds of videos and oversaw dozens of websites for AAA Clients
- Videos accounted for over 10 Million Views on YouTube alone

Video Listings/Examples can be found at [www.ryanpthompson.com](http://www.ryanpthompson.com)

## **Content Director at Gamestaq**

December 2010 – Present

*Privately Held; New York City; Video Game/eCommerce Industry*

At Gamestaq I directly manage a peer-to-peer game trading website with an avid community. Described as “the lovechild of Craigslist and GameStop” by TechCrunch, we create content and promotions designed to engage a community of gamers looking for a better way to buy and sell their video games.

### ***Responsibilities:***

- Manage day-to-day operation of site
- Write original content daily for social syndication
- Maintain and ensure accuracy of a database with thousands of games
- Create and assign tasks to freelance writers and graphic artists
- Copy editing and HTML coding of web content
- Minor Photoshop design and Web Development
- Create and execute weekly promotions and contests
- Directly engage customers and handle dozens of support tickets per day
- Maintain and grow social media presence
- Facebook application management

### **Honors and Awards**

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- Official Webby Honoree 2008 (Games-Related Website)
- Official Webby Honoree 2009 (Events & Live Webcasts)
- Official Webby Honoree 2010 x3 (Events & Live Webcasts, Reality Video, Games-Related Website)

*References available upon request*