

Ryeder Nelson

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EDUCATION

Bachelor of Arts, Humanities

Expected May 2026

Whitworth University, Spokane, WA

Cumulative GPA: 3.7/4.0

Honors Program for high-level leadership, coursework, and achieved grades

Relevant Coursework: Communications • Business • Sociology • Psychology • Leadership

WORK EXPERIENCE

GhoulzTube, Spokane, WA

May 2024 - Present

Creative Director

- Lead a production team to deliver high-impact short- and long-form gaming and IRL content across YouTube and social platforms, reaching millions of viewers a month.
- Oversee creative strategy, branding, project timelines, and cross-functional collaboration to deliver cohesive content on schedule while maintaining brand excellence.
- Leverage YouTube Studio Analytics and performance insights to inform creative strategy, optimize content, and accelerate audience growth.
- Drive content ideation, packaging, and script development, transforming concepts into compelling narratives engineered for audience engagement.
- Direct brand partnership integrations from creative ideation through execution, delivering campaigns that align with partner objectives and drive audience engagement.
- Champion emerging media tools and AI-driven solutions to enhance workflows and stay ahead of industry trends.
- Represent Ghoulz at industry conventions and creator collaborations, expanding brand visibility and cultivating strategic partnerships.

Eastpoint, Spokane, WA

June 2021 - May 2024

Director of Next Generation Engagement

- Designed and directed all program branding, marketing, and digital media initiatives.
- Directed large-scale programming, community outreach, and special events for diverse youth and family audiences, increasing engagement and building strong community partnerships.
- Recruited and coached a 40-member volunteer team to successfully execute organizational goals.
- Formulated a comprehensive youth engagement system, curriculum, and participation strategy for ages 0–18, improving program effectiveness.
- Led weekly public speaking engagements, ranging from small groups to large, diverse audiences, driving community connection and impact.
- Managed and analyzed budgets and financial resources to support strategic planning and responsible fiscal oversight.

SKILLS

Content Creation

- Content Strategy & Production
- Video Ideation & Audience Engagement
- Short-Form & Long-Form Content (Gaming & IRL)
- YouTube Retention Optimization
- Content Packaging (Titles, Thumbs, CTR Optimization)
- Scriptwriting & Storytelling
- Brand Partnerships & Sponsored Content Integration
- YouTube Studio Analytics
- Performance Research (vidIQ, Viewstats, NexLev)
- Multi-Platform (TikTok, Instagram, Facebook, etc.)
- Creative tools (Adobe Creative Suite, CapCut, Opus, Canva, etc.)

Leadership & Team Development

- Team Leadership & Coaching (40+ members)
- Interpersonal & Cross-Cultural Communications
- Organizational Alignment & Strategic Execution

Other Relevant Skills

- Critical Thinking & Problem Solving
- Professional Writing & Research
- 100+ Hours of Public Speaking Experience

ADDITIONAL INFORMATION

Awards: The National Society of Leadership and Success Nomination • Whitworth University Honors Program • Four-time PACE Character Trait Award Nominee for Honesty, Caring, Integrity, and Responsibility

Interests: Strong love for outdoor action sports: snowboarding, skateboarding, mountain biking • Passion for justice, equality, and service for underprivileged and marginalized communities and individuals