

Charles Ryeder C. Nelson

Liberty Lake, WA (willing to relocate) • ryedernelson@gmail.com • 509-995-0060

EDUCATION

Bachelor of Arts, Humanities

Whitworth University, Spokane, WA

Honors: *magna cum laude*

GPA: 3.7

May 2026

Relevant Coursework: Communication in Leadership • Ethics in Management • Group Dynamics • Management of Human Resources • Organizational Dev & Change • Conflict Management • Applied Cross-Cultural Communications

WORK EXPERIENCE

KHQ-TV NBC, Spokane, WA

July 2026 - Present

YouTube Digital Producer

- Collaborate with sales and creative teams to strategically integrate advertising campaigns and brand partnerships into YouTube content, balancing partner objectives with audience-first storytelling and platform strategy.
- Partner across editorial, creative, digital marketing, and sales teams to develop and implement YouTube strategy over news, sports, and talent channels, while advising teams on audience engagement, content strategy, and platform-specific distribution.
- Optimize a discoverable cross-platform content ecosystem while maintaining KHQ's editorial and production standards in optimized workflows.
- Drove 1,300%+ growth in viewership for community news channel within the first 60 days, while helping nearly triple monthly YouTube revenue by the second month.
- Advise KHQ teams and talent on YouTube best practices, analytics, monetization, and audience engagement, serving as an internal advocate for a more strategic, audience-first approach to digital video.

GhoulzTube, Spokane, WA

May 2024 - July 2026

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.
- Direct brand partnership integrations from creative ideation through execution, delivering campaigns that align with partner objectives and drive audience engagement
- 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.
- 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.
- 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
- Brand Partnerships & Sponsored Content Integration
- Short-Form & Long-Form Content (Gaming & IRL)
- YouTube Retention Optimization
- Content Packaging (Titles, Thumbs, CTR Optimization)
- Scriptwriting & Storytelling
- YouTube Studio Analytics
- 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: National Society of Leadership and Success (NSLS) Nominee • 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