

# Ryan McKee

Location: Los Angeles, CA

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## SUMMARY

Emmy Award-Winning Producer with 15+ years of experience defining and executing the creative direction and content strategy for digital platforms, social media channels, and television productions. Hands-on Leader with a passion for developing innovative editorial, videos, written pieces, and podcasts to drive consumer engagement and enjoyment while supporting revenue objectives.

## RELEVANT EXPERIENCE

### **Senior Content Creator, The Action Network**

**2021 - present**

- Write, produce, direct and edit videos about sports gambling, fantasy sports, collectables, and investing for the company's online channels and social networks.
- Collaborate with executive leadership on overall content strategy.
- Manage the YouTube channel and oversee creative direction for it.
- Produce sponsored video and social content for affiliates including DraftKings, PointsBet, BetMGM and FantasyLabs.

### **Editorial Director, Sports Gambling Podcast Network**

**2019 - 2021**

#### **Producer & Host, NBA Gambling Podcast**

**2019 - 2021**

- Defined and executed the creative direction of original editorial content with a team of 50 freelance writers and producers.
- Doubled YouTube subscriber count by driving channel expansion by working with social media influencers to create videos.
- Brought the NBA Gambling Podcast to the top 50 basketball podcasts on the Apple Charts within its 1st month.
- Increased unique visitors by 62%, average time spent on page by 15%, and overall traffic by 90% by developing innovative web content and analyzing SEO data using Google Analytics, Google Trends, Moz, and Yoast to inform content strategy.
- Identified talent and helped launch a new soccer and golf podcast.
- Oversaw editorial for all sports content within the Sports Gambling Podcast Network including golf editorial.

### **Producer - Game On!, CBS Studios/Fulwell 73 Production**

**2019 - 2020**

- Produced in-studio and field segments with Rob Gronkowski, Venus Williams, Keegan-Michael Key, Ronda Rousey, Demi Lovato, and James Corden to a CBS primetime show.
- Achieved the top show in the Wednesday night timeslot over multiple weeks by finding the most interesting and entertaining sports content and creating trivia that inspired gameplay, drove audience engagement, and opened discussion.
- Adapted the content from a UK sports comedy show, A League of Their Own, for a primetime American audience.

### **Digital Producer - Carpool Karaoke: The Series, Apple**

**2017 - 2020**

- Created video content for the show's digital properties on Snap, Twitter, Facebook, and YouTube, including short Snap and Instagram stories, original behind-the-scenes clips, and recut/repurposed show content, with up to 12M views each.
- Served as an advisor to define the creative direction and digital production best practices with Apple's marketing team.
- Collaborated with talent teams to launch original digital video content on celebrity social media channels, including Will Smith, LeBron James, Alicia Keys, Big Sean, Sheryl Crow, Maisie Williams, and Sophie Turner.

### **Senior Digital Producer - The Late Late Show with James Corden, CBS Studios/Fulwell 73 Production**

**2015 - 2019**

- Recruited to lead digital production as one of the 3 founding members of The Late Late Show with James Corden.
- Won an Emmy for Outstanding Short Form Comedy or Drama Series in 2018 and Outstanding Interactive Program in 2016.
- Nominated for Outstanding Creative Achievement in Interactive Media Within an Unscripted Program in 2019 and Outstanding Interactive Program in 2017, 2018, and 2019.
- Named a Webby Awards Honoree in Comedy: Individual Short or Episode (Film & Video) in 2018 and 2017.
- Spearheaded content development for James Corden's Youtube channel; became the 3rd TV show to pass 20M subscribers.
- Conceptualized, wrote, produced, directed, and edited original video and creative for all digital and social platforms.
- Brought content from concept to release by collaborating with James Corden, Reggie Watts, Katy Perry, Harry Styles, Jonas Brothers, John Mulaney, Shawn Mendes, Jenna Marbles, Rich Brian, The Slow-Mo Guys, King Bach, and Amanda Cerny.
- Launched The Late Late Show with James Corden website and created blog posts, humor pieces, original video, an upcoming guest calendar, and photo galleries with show highlights that drew 1M monthly viewers.
- Produced branded video, sponsored content and social media advertising content for Porsche, Mini Cooper, Paramount Pictures, and YouTube, amongst others.

- Won a Shorty Award for Best TV Show and Webby Award for People's Voice - Variety (Channel) in 2016.

#### **Senior Editor - MTV News, MTV Digital/Viacom**

**2014 - 2015**

- Managed the production and editing of daily digital content for the Life vertical, the #1 traffic driver for MTV news that covers sports, internet celebrities, humor, and viral news, with a team of 30+ in-house and freelance creators.
- Produced digital and social media videos and interactive content for 6 MTV/MTV2 shows, including Guy Code, Girl Code, Wild 'N Out, Failosophy, Hip Hop Squares, and Ridiculousness, to increase viewership and audience engagement.
- Established strategic partnerships with Verizon, AXE Body Sprays, Uniqlo, and HBO to create original branded content for MTV.com and MTV's social media channels and open a new multi-million-dollar advertising revenue stream.

#### **Lead Editor - Guy Code, MTV Digital/Viacom**

**2011 - 2014**

- Led the redesign and content rebranding from MTV Clutch to Guy Code Blog leading to an increase in site traffic by 700% in 2 years with 3.1M unique visits in June 2014.
- Served as Guy Code's Social Media Community Manager and increased Facebook followers by 2.1M and Twitter by 312k.

#### **Video Producer/Features Writer - Moviefone.com, AOL**

**2008 - 2011**

- Wrote, produced, and edited video features from press junkets, which included interviews with Tom Cruise, Kristen Bell, Jason Bateman, Vince Vaughn, Jon Favreau, and Kristin Davis, watched by hundreds of thousands of viewers.
- Interviewed and wrote features with screenwriters, directors, and actors, including Dave Chappelle, John Cusack, Amy Schumer, and Patton Oswalt, to promote new movies and television shows.

#### **Video Producer/Features Writer - Asylum.com, AOL**

**2009 - 2011**

- Wrote, produced, edited, and starred in Asylum Trend Investigator, a comedic video series that examined a new internet trend every weekday, and Genius On Genius, a video series that featured humorous interviews with comedian Marc Maron, MMA star Urijah Faber, Bushmills Master Distiller Colum Egan, and writer Neal Pollack.
- Managed 2 Facebook accounts and the AsylumTrends and AsylumChannel Youtube channels by writing and publishing daily features on entertainment, dating, sports, and news.

#### **SELECT PUBLICATIONS**

- **Modest Proposal Anthology: Interviews with Top Comedians Right Before Comedy Went Viral & Other Stuff**
  - Named the #1 Amazon Best Seller in the Television Reference Category upon release in August 2020.
  - Interviewed 40+ comedians, writers, and directors, including Dave Chappelle, Amy Sedaris, Marc Maron, Maria Bamford, Bob Odenkirk, Jim Gaffigan, David Cross, Patton Oswalt, and Sean Anders to provide readers with a behind-the-curtain glimpse at stand up comedy culture you don't see on stage or screen.

#### **SKILLS**

- **Digital:** Creative Direction, Content Strategy, Audience Growth, Video Production, Podcasting, Editorial, Writing, Social Media, Community Building, Asset Management, Advertising, Partnerships, Talent Relations
- **Leadership:** Strategic Planning & Execution, Program Development, Project Management, Process Improvement, Prioritization, Change Management, Cross-functional Collaboration, Stakeholder Engagement, Interdepartmental Alignment, Staff Hiring & Management, Culture Building, Coaching & Mentorship, Resource Allocation, Executive Reporting
- **Technology:** Adobe Creative Suite (Premiere, Photoshop, After Effects, Audition), WordPress

#### **EDUCATION**

- Bachelor of Arts in Journalism, Arizona State University, Tempe, Arizona