

# Ryan Ng

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Portfolio: [Ryanngfilms.com](https://www.Ryanngfilms.com) • [Video Reel](#)

*Digital Producer and Creative Director with 5+ years of experience leading end-to-end video production, original series development, and digital-first storytelling across YouTube and social platforms. Background includes large-scale partnerships, creator ecosystem leadership, and brand-aligned content strategy. Passionate about tech culture, online communities, and building authentic, high-quality digital-first video experiences.*

## WORK EXPERIENCE

### Ryan Ng Films - Founder, Series Producer, & Director

January 2021 - Present

Austin, TX

Filmmaker for a YouTube channel focused on internet culture, personal stories, and creator communities.

- Produce end-to-end video content including scripting, cinematography, sound design, editing, and publishing.
- Developed and sustained multiple [video series](#), contributing to 150k+ subscribers, 4M+ views, and consistent high audience retention.
- Utilize YouTube analytics, retention graphs, SEO, and A/B testing to improve watch time and CTR.
- Build and maintain content calendars, production pipelines, and asset management systems to support consistent publishing.
- Pioneered the "[YouTube New Wave](#)" a digital first filmmaking movement generating 7,800+ tagged videos from 1,700+ creators, significantly expanding community & reach.

### The Independent Media Initiative (IMI) - Creative Producer

December 2024 - Present

Austin, TX

Nonprofit supporting online educators, creators, and authentic digital storytelling

- Lead creative direction and end-to-end video production across IMI's digital channels to support the mission of elevating authentic online educators and creators.
- Develop and oversee cohesive branding across design and weekly social media content, enhancing IMI's visual identity through graphic design, video editing, and more – contributing to a 2x increase in audience engagement.
- Provided creative strategy and storytelling support that contributed to major partnerships with foundations including Alfred P. Sloan, John Templeton, and Shanahan.

### Camp Studios (formerly Creator Camp) - Co-Founder

April 2022 - November 2024

Austin, TX

Media and events company supporting emerging digital storytellers

- Co-founded Camp Studios, growing its multi-platform audience to 200K+ followers and building a global creator community of 100+ content creators.
- Managed all logistical and creative operations for retreats, ensuring timely delivery of all team and creator output.
- Designed multi-day creative experiences, enabling authentic collaboration between creators and generating high-performing content across YouTube and social platforms.
- Secured partnerships with notable brands (Shopify, Patreon, Notion) through pitch development and creative strategy.

### Calm.com - Creative Producer (Contract)

2022

- Coordinated a creator-driven campaign for Calm, managing 10+ creators and overseeing the production of 25 pieces of content within a 2-month timeline.
- Guided creative direction, ensured brand alignment, and streamlined communication between creators and Calm's internal team.
- Campaign generated 3.5M+ cumulative organic views, amplifying Calm's reach in creator communities.

## EDUCATION

Ithaca, NY

### Ithaca College - Film, Photo, & Visual Arts (2018 - 2020)

Completed 65.5 Credits | Overall GPA 3.83

## SKILLS

**Content Development:** Documentary & narrative scripting, content scheduling, cinematography, studio lighting, audio recording

**Post-Production:** Adobe Suite (Premiere Pro, After Effects, Audition, Photoshop), AI-based editing workflows

**YouTube & Digital Strategy:** SEO, retention analysis, thumbnail strategy, A/B testing

**Project Management:** Notion, Google Workspace, production scheduling, content pipelines

## AWARDS & HONORS

Official Selection - Tribeca Festival for "[Apartment 201](#)" (Audio Flux)

June 2024

Pioneer Award - IMI Fest - \$50,000 grant for pioneering the "YouTube New Wave."

November 2023

Official Selection - Buffer Festival for "[Why Do We Create?](#)"

November 2023

Best Documentary - CIFF for "[Fumie's Cafe](#)"

March 2021