

ryan klaver

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SUMMARY

I build narratives that audiences respond to. Game launches that broke sales records, tech explainers that helped move global market share and entertainment advertising that shifts culture.

EXPERIENCE

Creative Director

May 2017 - Present

Outpost Media

- Wrote and produced the AWS AI explainer video series which is tied to a 30% shift in global cloud market share.
- Produced 500+ short-form recaps for the Dick Wolf Entertainment franchises, holding 6–10M weekly viewers across 180+ countries.
- Head of production for VAST Data's entire video-led go-to-market engine: webinars, customer stories, product narratives. Generating 10+ qualified leads.
- Led on-site video production for AWS re:Invent keynotes and Global Summits, playing live to 2M online viewers.
- Built an AI-assisted versioning workflow that turns one :60 master into :30, :15, and vertical social cutdowns in 8 hours instead of 5 days.
- Deployed AI scratch voiceover and transcript-based editing for client review cuts, shrinking the previous schedule from a week to 48 hours.

Producer

May 2012 - May 2017

Carve Creative

- Led video campaign for Blizzard's Diablo III, resulting in 3.5M copies sold in 24 hours. The fastest-selling PC game of its time with a 30M+ lifetime.
- Designed the VFX for Mockingjay's "White Teaser," a single video that pulled 12M+ organic views.
- Creative lead for all domestic trailers on Lionsgate's biggest box office run: The Hunger Games, Twilight, Divergent, La La Land. Driving over \$7 billion in combined ticket sales.
- Produced Syfy's broadcast launch campaign for Defiance with 3.2 million viewers Live+7.

Associate Producer

March 2011 - May 2012

Mojo

- Produced digital campaigns for Nick Jr.'s flagship franchises (Dora the Explorer, Blue's Clues, Wonder Pets, Team Umizoomi) with 66.7 million streams per month.
- Streamlined digital delivery and launched a client portal that lifted revenue 15%.
- Moved from Production Assistant to Associate Producer with 4 direct reports.

EDUCATION

[B.A., Modern Literature](#)

University of California, Santa Cruz

SKILLS

Short-Form Video Ad Creative (:15 / :30 / :60), Paid Social & Organic Video Narrative, Brand-to-Story Translation, Go-To-Market & Audience Growth Strategy, Customer Acquisition Messaging, AI Tool Integration / Prompt Engineering, Campaign Production, Cross-Functional Leadership, Client & Stakeholder Management, Strategic Communications, Data-Informed Creative Iteration, 1960's & 70's Rock Fanatic

CERTIFICATIONS

[IBM Agile Product Lifecycle Management 9 Certified Implementation Specialist](#)

AWARDS

[Emmy Award Winner](#)

[Library of Congress Published Author](#)

[10+ Golden Trailer Awards](#)

[7 Clio Key Art Awards](#)

CLIENT PORTFOLIO

- 20th Century Fox
- ABC
- Amazon Studios
- Amazon Web Services
- Apple
- Blizzard Entertainment
- CBS
- Disney
- DreamWorks
- HBO
- Lionsgate
- Marvel Studios
- NBCUniversal
- Netflix
- Paramount
- Starz
- Summit Entertainment
- Syfy
- Warner Bros.
- VAST Data
- Wolf Entertainment