Ryan Rinkel

Content Producer · Video, Audio & Podcast · Writer & Presenter

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BFA Acting, Marymount Manhattan College

Content producer with fifteen years of owning stories from concept through final delivery. First as founder of an independent New York theater company that produced **New York Times**-reviewed plays and its own **podcast** and worked closely with a board of VIPs and celebrities, then five years at **Riot Games** producing long- and short-form content (narrative, social and games) seen by hundreds of millions of players, including the *Tellstones: King's Gambit* video I fully produced, hosted as on-camera talent, and delivered (550K+ views). Comfortable with executives, fast to pick up a live production, and practiced at turning complex subject matter into stories people want to watch and listen to.

EXPERIENCE

Riot Games · Writer, Producer & Publishing Lead

Los Angeles · 2019–2024

- Produced long- and short-form content for *League of Legends* seen by hundreds of millions of players, starting with narrative content and expanding to social media and games; owned each piece from concept through final delivery: script, talent, vendors, edit, localization and worldwide publish.
- Fully produced and delivered the *Tellstones: King's Gambit* how-to-play video (550K+ views): wrote it, hosted it on camera, managed the shoot and edit, and shipped it, translating a complete rules system into a few minutes a general audience could follow.
- Stepped into an already-live production with no ramp-up, taking sole ownership of universe.leagueoflegends.com (1M+ unique monthly visitors), running intake through localization to worldwide release without interrupting the publishing calendar.
- Promoted to Worldwide Publishing; publishing lead and single point of contact for every Riot Forge partner studio and for the *Arcane*, *Legends of Runeterra* and *Teamfight Tactics* content launches, partnering with narrative, design, social, comms and regional teams across 29 languages on distribution and amplification.
- Built a repeatable, high-quality production process (briefs, review gates, KPI tracking) and a bench of trusted external vendors and partner studios; also produced *Tellstones: King's Gambit* itself, a physical tabletop game, from design docs through manufacturing and launch.

Story Games · Creative Director

San Francisco / Remote · 2024–Present

- Executive-facing storyteller for the studio: co-authored the investor and partner deck, pitch at conferences, and present and demo live at industry events, including a GDC-week AI-in-games meetup I organized.
- Translate a technical product (an LLM-driven character engine) into clear, engaging stories for non-technical investors, partners and audiences.
- Lead the studio's multimedia generation practice across image, video and voice, including a partnership with **ElevenLabs** for character voice; built the pipelines and human-in-the-loop review process the writing team uses daily, and produce the studio's trailers and demo videos.

The Puppet Shakespeare Players · Founder, Director & Producer

New York · 2010–2019

- Founded and ran an independent New York theater company for nine years, producing a run of **New York Times**-reviewed plays; *Puppet Titus Andronicus* on 42nd Street was a **Times Critics' Pick**. Owned budgets, marketing, venue partnerships, crew and talent end to end.
- Produced the company's **podcast** (concept, hosting, recording, editing and release) alongside the stage work, building an owned editorial franchise around the company's voice.
- Worked directly with the company's board of VIPs and celebrities on fundraising, programming and public-facing events; credible and composed with high-profile stakeholders, and skilled at directing non-performers so they come across as themselves.

Portfolio: video, audio and podcast pieces matching this résumé at plaid.ryanrinkel.online

SKILLS

Production Concept-to-delivery ownership across video, audio and podcast; scripting; on-camera and voiceover presenting; directing executives and talent; vendor and freelancer management; scheduling and budgets

Post & tools Adobe Premiere Pro, audio recording/editing, Airtable, Contentstack, Google Workspace, AI production tooling (ComfyUI, ElevenLabs, LLM pipelines)

REFERENCES

Stephanie Broome Senior Manager of Worldwide Publishing, Riot Games · sbroome@riotgames.com

Chris Cantrell Creative Director (former), Riot Games · chris@empowered.vote