

Ryan Nakata

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WORK EXPERIENCE

G4TV – Development Intern

JUNE 2022 – OCTOBER 2022

- Developed and presented skits and creative concepts for *Name Your Price* and *Hey, Donna!* for 25,000 live viewers on cable television and Twitch.
- Created and assembled large set pieces for shows such as *Hey, Donna!* and *WWE ARENA*.
- Designed and coordinated brand integrations with G4 talent, such as *Bose x House of the Dragon* at SDCC.
- Oversaw contract operations with talent and managed multiple live talent during G4TV broadcasts.

UCLA Recreation – Student Esports Coordinator

MARCH 2022 – PRESENT

- Worked directly with UCLA Recreation, to expand and build departments for Esports at UCLA.
- Managed several teams, such as broadcast, design, and marketing, to produce tournaments such as the *Westwood Showdown*, an online and in-person event that garnered 130 attendees and 10,000 total viewers, and which also emphasize branding, student development, and sponsor collaborations.
- Coordinated with brands such as *T1*, and *Team Liquid* to create events on campus such as Q&A's with Esports specialists and content shoots for talent.
- Organized deadlines and progress across the teams to ensure projects are delivered on time in a high standard.

UCLA Esports – Director

AUGUST 2020 – PRESENT

- Pitched and edited digital media, hype videos, and social media posts to market UCLA Esports, leading to a total of 74,000 impressions on Twitter, with my UCLA IMT Promo video garnering 21,000 impressions.
 - Planned and led various marketing campaigns that gained 50,000 impressions on socials.
- Coordinated with administrators and sponsors in the UCEI tournament, managed three interns, and organizing a schedule to produce and launch content pieces related to the event, such as memes relevant to the event.
- Co-created the UCLA Esports streaming program, teaching new streamers how to setup the technical portions of the broadcast, and drafting social media posts to boost viewership.
 - Brought in 8,938 unique viewers to the UCLA Esports Twitch page, raising viewership by 95%.
- Collaborated with *USC Esports* to create *USC Conquest*, a live outdoor LAN, that focused on bridging the two competitive programs together, with six of our teams facing off one another, garnering a live audience of 170.

Bruin Broadcasting - President & Founder

OCTOBER 2020 – SEPTEMBER 2022

- Founded Bruin Broadcasting, a derivative of the streaming program, that focuses on the development and production of esports streams in a casual and friendly setting for students.
- Creator of complex stream assets and graphics, such as instant replay functions to boost viewership.
- Developed and produced the “Westwood Invitational” tournament, a broadcast that garnered 2000+ unique viewers throughout the event, in which I solo directed the broadcast and worked to communicate with sponsors to prioritize their requests, creating stream assets, graphics, and digital content media to market the event.
- Directed a team of volunteers to produce livestreams which averaged 50 viewers per stream and 1500+ Twitter impressions per post, with a current total of 40,000 impressions and 1,800 live viewers on Twitch.

EDUCATION

University of California, Los Angeles, CA

OCTOBER 2020 – EXPECTED 2024

B.A. in Political Science with a specialization in Race and Ethnicity, Minor in Asian Humanities

- 3.8 GPA

ADDITIONAL SKILLS

- Adobe Premiere Pro & introductory knowledge of Adobe After Effects
- Google Workspace
- Microsoft Office
- OBS & VMix