



RYAN HAFEY

DIGITAL CONTENT & MEDIA STRATEGY EXECUTIVE

SPORTS & ENTERTAINMENT

PHOTO · VIDEO · SOCIAL · PODCAST · GROWTH · MONETIZATION

PROFESSIONAL SKILLS

CONTENT & MEDIA

- Video Production & Editing
- Podcast Production & Distribution
- Photography
- Editorial Storytelling

MARKETING & GROWTH

- Digital Marketing Strategy
- Social Media Marketing
- YouTube Growth & Optimization
- Thumbnail, Title & Metadata Strategy
- Analytics & Performance Optimization

LEADERSHIP & OPERATIONS

- Creative Direction
- Production Management
- Workflow Optimization
- Problem Solving & Troubleshooting

TOOLS

- Adobe Creative Suite
- OBS
- Proficient on Mac & PC

CONTACT

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E: ryan@hafeydigital.com

SOCIAL

X @RyanHafey

Instagram @ryanhafey

TikTok @ryanhafey

LinkedIn LinkedIn.com/in/ryanhafey

LINKS + WORK

Premier Boxing Champions YouTube Channel:

YouTube.com/PremierBoxingChampions

The PorterWay Podcast:

YouTube.com/ThePorterWayPodcast

YouTube.com/ThePorterWayPodcastClips

Photo & Video Work:

Instagram.com/RyanHafey

ABOUT

Digital content and media leader with 14+ years of experience driving audience growth, engagement, and revenue across video, social, and podcast platforms. Proven ability to lead creative teams, build scalable production workflows, and align storytelling with platform algorithms and business goals. Hands-on producer with deep expertise in editing, post-production, and data-driven optimization.

WORK EXPERIENCE*

VICE PRESIDENT, DIGITAL

Haymon Sports, LLC | Aug 2014 - Present

PremierBoxingChampions.com

- Built and led a multi-disciplinary creative team producing hundreds of high-impact short- and long-form videos annually, including highlights, editorial series, story-driven content, and podcasts.
- Directed and executed YouTube content strategies resulting in millions of subscribers and billions of views across platforms.
- Guided storytelling, pacing, and narrative development for event-driven and documentary-style content.
- Managed end-to-end production: concepting, on-set direction, editing, color correction, audio production, thumbnail/title optimization, and analytics review.
- Generated over \$1M in revenue from social video monetization in 2024 by aligning creative execution with platform algorithms.
- Led and mentored a cross-functional creative team spanning video, design, production, and social, balancing speed, quality, and platform performance.

FOUNDER AND CEO

Hafey Digital, LLC | March 2017 - Present

- Video production, photography, live streaming, and podcast production services
- Servicing clients in multiple industries including sports, entertainment, food & beverage, and health & fitness
- Owned client strategy, production, delivery, and retention
- Managed client relationships and project timelines

DIGITAL CONTENT MANAGER

BRAINtrust Marketing + Communications | Jan 2014 - Aug 2014

- Content creation and social media marketing strategy and execution for clients encompassing multiple industries including government, hospitality, retail, and non-profit.

*Additional work history available upon request.

EDUCATION

BACHELOR OF BUSINESS, MAJOR IN MARKETING

Western Illinois University | 2003 - 2007

GPA 3.6