

PORTFOLIO

RYAN RUBENSTEIN

CREATIVE LEADER

STRATEGIST • STORYTELLER • PRODUCER • DIRECTOR • EDITOR

From first conversation to final delivery.



DISCOVER



IDEATE



DEVELOP



EXECUTE



REFINE



DELIVER

BRANDED CONTENT | COMMERCIAL | SOCIAL CAMPAIGNS | DOCUMENTARY | NARRATIVE

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LEADING CREATIVE

DISCOVERY • STRATEGY • DIRECTION • DELIVERY

Every production is different, but the role is the same: **identify the strongest idea, build the right team around it, and guide the work from concept through delivery.**

Whether directing actors, collaborating with cinematographers, coordinating crews, or shaping campaigns with clients, I lead creative by keeping every department aligned around a single vision.



DISCOVERY & CONCEPT

Understanding the audience, the objective and the opportunity.



STRATEGY & PLANNING

Turning ideas into a clear creative and production roadmap.



DIRECTION & COLLABORATION

Leading talent and teams with clarity and purpose.



PRODUCTION & EXECUTION

Managing every detail on set and in post to deliver the vision.



DELIVERY & IMPACT

Crafting final assets that connect and drive results across platforms.



FROM FIRST CONVERSATION TO FINAL DELIVERY — I OWN THE PROCESS AND LEAD THE PEOPLE THAT BRING THE STORY TO LIFE.

STORYTELLER | PROBLEM SOLVER | TEAM BUILDER | DETAIL OBSESSED | RESULTS DRIVEN

BASEBALL LIFESTYLE 101

BSBL-SZN V3 HOODIE CAMPAIGN

A seasonal product campaign developed to launch the BSBL-SZN V3 Hoodie across digital, social, and retail platforms.

ROLE

Creative Direction
Production
Writing
Directing
Cinematography
Photography
Editing
Color Grading
Sound Design

PROJECT

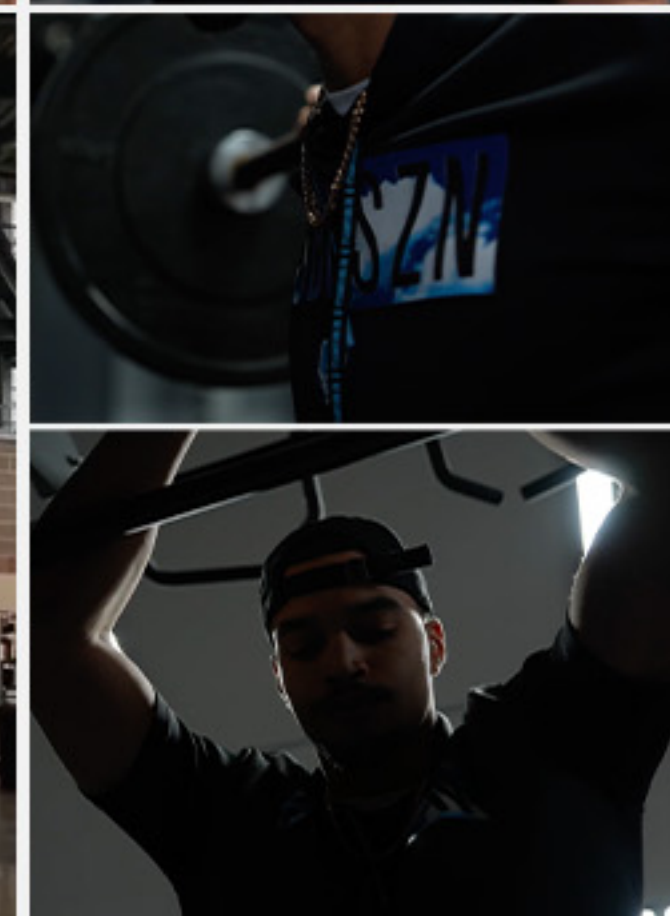
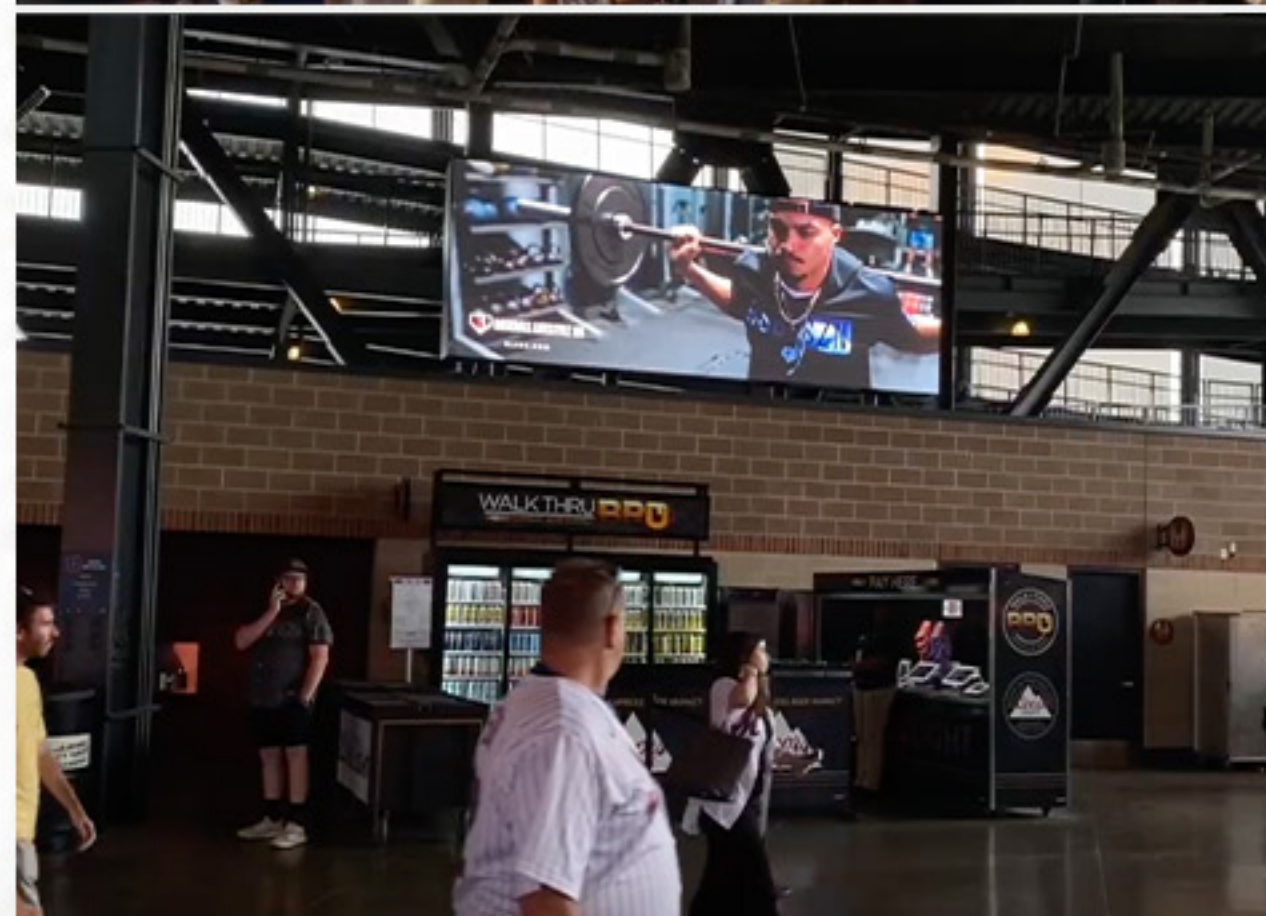
Developed the creative concept and led end-to-end production for the BSBL-SZN V3 Hoodie campaign, producing a hero commercial supported by multiple platform-specific deliverables optimized for paid and organic distribution.

The campaign extended beyond digital channels, with the hero spot featured during New York Mets game presentation at Citi Field, bringing the work from social media into a live stadium environment.

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CAMPAIGN DELIVERABLES

HERO COMMERCIAL | 15-SECOND PAID SOCIAL | VERTICAL REELS | PRODUCT CUTDOWNS
PHOTOGRAPHY | MOTION ASSETS | RETAIL DISPLAY | CITI FIELD STADIUM PLAYBACK



RESULTS



Produced horizontal and vertical campaign assets for multi-platform distribution.



Adapted creative across paid and organic social to maximize engagement.



Featured during New York Mets game presentation at Citi Field.



Supported weekly product launch strategy across a social audience exceeding 1M followers.

CAMPAIGN INITIATIVES

BUILDING A RECOGNIZABLE VIDEO IDENTITY

Developed recurring campaign concepts to establish a recognizable video identity across the company's digital marketing.



BRAND AWARENESS

Creative, attention-grabbing concepts designed to build brand recognition and recall.



TRUST & VALUE

Messaging that positions Efferent Media as a committed partner in our clients' success.



SERVICE EDUCATION

Simple, clear explanations of our services and the value we deliver.



TEAM & CULTURE

Highlighting the people and departments behind the work.



RELATABLE SOLUTIONS

Real-world problems. Simple answers. Efferent Media.

STRATEGY • CREATIVE • EXECUTION



HONK IF YOU LOVE EFFERENT MEDIA

Building brand awareness with humor and turning our billboard into a conversation.



COMMITTED TO YOUR BUSINESS

Positioning Efferent Media as a dedicated partner in your success.



OLD WAYS vs. NEW WAYS

Explaining the evolution of marketing and how we help businesses stay ahead.



WE DO.

A simple, direct way to communicate the services we provide.



SOUNDS LIKE YOU NEED EFFERENT MEDIA

Relatable problems. Simple solutions.

CHASE YOUR DREAMS

DIRECTOR, WRITER, PRODUCER,
CINEMATOGRAPHER, EDITOR

Collaborated with the Chief of Content to clarify and develop the creative direction for an initially undefined concept, using structured discussion and visual exploration to translate intent into a clear narrative and production strategy.

I storyboarded, wrote, directed, filmed, and edited the final piece as the lead creative and production owner for the brand's first YouTube Select ad. The Chief of Content noted the final cut **"was exactly what I was looking for,"** confirming alignment with the intended vision.

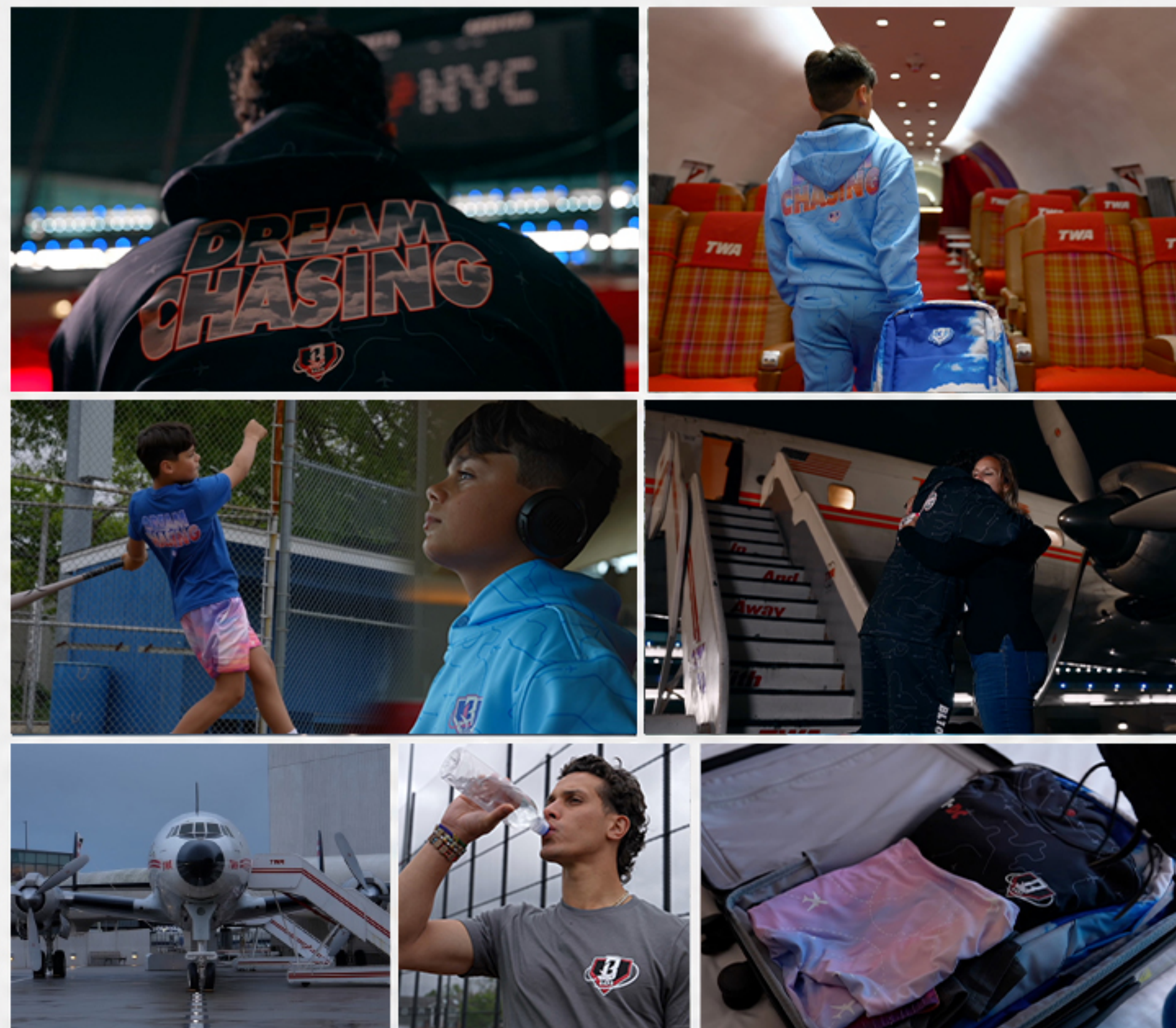
Delivered multiple platform-optimized versions, including 16:9, 9:16, and 1:1 formats, across 60s, 30s, and 15s cutdowns for cross-platform distribution.

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CAMPAIGN DELIVERABLES

YOUTUBE SELECT AD | 60s / 30s / 15s CUTDOWNS | 16:9 / 9:16 / 1:1 FORMATS

STORYBOARD & CONCEPT DEVELOPMENT | PRODUCTION & POST-PRODUCTION



RESULTS



Led end-to-end creative production from concept through final delivery.



Chief of Content confirmed the final cut **"was exactly what I was looking for."**



Delivered across multiple formats and cutdowns for max reach.



Strengthened brand storytelling and audience engagement across platforms.

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NEQ CAMPAIGN

NEQ HISTORY SERIES

WRITER, DIRECTOR, EDITOR, PRODUCER

Created and led an original branded editorial series that repositioned a real estate agent as a local community authority rather than a traditional property salesperson.

Wrote, directed, produced, and edited a recurring history-focused social series that established a recognizable visual identity while strengthening neighborhood credibility and audience engagement.

**REAL PLACES.
REAL HISTORY.
RIGHT HERE.**

CREATED SERIES LOGO.



HISTORY NORTHEAST QUEENS

HISTORY
NORTHEAST QUEENS

01

ARTHUR
HAMMERSTEIN
HOUSE --
WILDFLOWER



HISTORY
NORTHEAST QUEENS

02

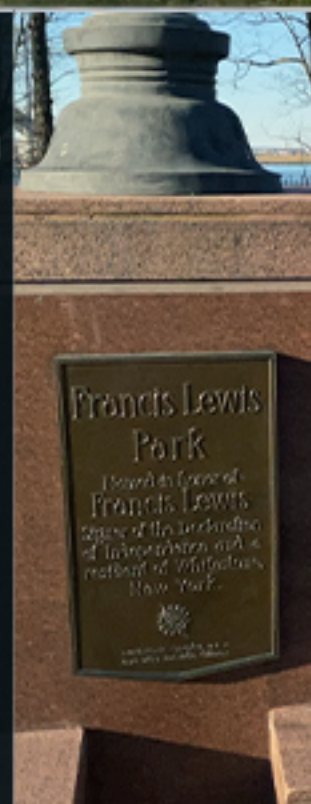
CRYDER
POINT



HISTORY
NORTHEAST QUEENS

03

FRANCIS
LEWIS



HISTORY
NORTHEAST QUEENS

04

WHITESTONE
BRIDGE



HISTORY
NORTHEAST QUEENS

05

THROGS
NECK
BRIDGE



HISTORY
NORTHEAST QUEENS

06

BEECHURST
TOWERS



The series was well received across the agent's active social media channels, contributing to increased audience engagement and stronger community connection.

BASEBALL LIFESTYLE 101 x DICK'S SPORTING GOODS

REVERSE ROBBERY

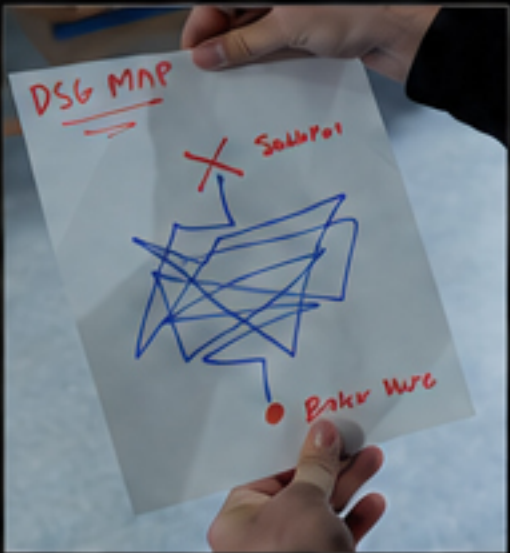
WRITER, DIRECTOR, PRODUCER,
CINEMATOGRAPHER, EDITOR

Selected by the Chief of Content and Chief of Strategy to lead creative development and production for a retail-partner concept supporting Baseball Lifestyle 101 merchandise in Dick's Sporting Goods. I reworked the narrative, developed the visual structure and shot progression, and led the piece from pre-production through production and final edit.

Coordinated across marketing, art direction, talent, product placement, and store personnel while directing, filming, and editing a comedic 'reverse robbery' concept in which the team sneaks in to stock BL101 product displays rather than steal from the store.

“ The best video we’ve made.”
— Chief of Strategy

Concept-led retail storytelling.



JUMBLED CAMPAIGN

BASEBALL LIFESTYLE 101

A recurring campaign developed in-store to support weekly product releases through original storytelling, character development, and high-impact creative.

ROLE

Creative Direction
Concept Development
Writing
Directing
Talent Direction
Production Planning
Cinematography
Editing
Motion Graphics
Color Grading
Sound Design

PROJECT

Developed a full brand campaign from concept through execution in support of the weekly product release strategy.

I originated the creative direction and wrote three distinct iterations of the campaign theme to establish a recurring mascot-style character within the brand's retail universe.

In collaboration with the Art Director, who supported pre-production and on-set execution, I led the creative development and production planning process to ensure alignment between narrative concept, visual identity, and campaign objectives.

As director, I guided performance direction through structured rehearsal with talent to achieve intended tone, character consistency, and storytelling impact.

CAMPAIGN DELIVERABLES

HERO CAMPAIGN VIDEO | PAID SOCIAL CUTDOWNS | VERTICAL REELS | PHOTOGRAPHY
MOTION GRAPHICS | PRODUCT MARKETING ASSETS | WEEKLY CAMPAIGN ROLLOUT | RETAIL DISPLAY CONTENT



RESULTS



Established a recurring campaign character that became a core part of the brand.



High-performing campaign videos driving engagement across platforms.



Used in-store and on digital displays to support weekly product releases.



Strengthened brand storytelling and community connection with each drop.

SPLATTER CAMPAIGN

WRITER, DIRECTOR, PRODUCER,
CINEMATOGRAPHER, EDITOR

Conceived and developed a campaign aimed at reimagining the brand's everyday visual identity through a more refined, contemporary narrative approach.

I originated the concept and presented it to the Art Director, developing three distinct pitch directions with varying levels of creative depth and execution strategy. The selected concept was approved and moved into full production.

In collaboration with the Art Director, who supported preproduction and on-set execution, I led the creative development process from pitch through production, ensuring alignment between visual strategy, brand identity, and campaign objectives.

I was also responsible for casting, including talent auditions and scouting, to ensure performance and presence aligned with the campaign's intended tone and aesthetic direction.

ROLE

Creative Direction
Concept Development
Writing
Directing
Producing
Cinematography
Editing

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CAMPAIGN DELIVERABLES

CAMPAIGN VIDEO | SOCIAL CUTDOWNS | MOTION GRAPHICS | TYPOGRAPHY | PHOTOGRAPHY
TALENT CASTING | GRAPHIC ASSETS | MULTI-ASPECT RATIO VERSIONS



RESULTS



Elevated brand visual identity through a cinematic, story-driven approach.



Delivered multi-aspect versions optimized for social, digital, and paid media.



Talent casting strengthened brand storytelling and audience connection.



Consistent creative execution across platforms increased engagement.

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GRAFFITI COLLECTION

VIDEOGRAPHER, EDITOR, GRAPHIC DESIGN

Developed and executed a thematic campaign as part of the brand's weekly product release schedule, centered around an accessible graffiti concept rooted in NYC street culture. I led the visual approach and filmed the full production, shaping the aesthetic through location, composition, and on-set execution.

In post-production, I expanded the creative direction by designing motion graphics and custom typography treatments to reinforce a graffiti-inspired visual language, integrating animated tagging and street-art-style effects throughout the piece.

Delivered multiple platform-optimized aspect ratios (16:9, 9:16, 1:1) to support cross-channel distribution across social media and paid advertising placements.

ROLE

Creative Direction
Videography
Editing
Motion Graphics
Graphic Design

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CAMPAIGN DELIVERABLES

CAMPAIGN VIDEO | SOCIAL CUTDOWNS | MOTION GRAPHICS | TYPOGRAPHY | PHOTOGRAPHY
ANIMATED TAGGING | GRAPHIC ASSETS | MULTI-ASPECT RATIO VERSIONS | PAID ADVERTISING



RESULTS



Campaign generated high engagement across Instagram, TikTok, and YouTube.



Multiple aspect ratios optimized for organic reach and paid media performance.



Consistent weekly rollout strategy reinforced brand identity and recall.



Strengthened connection with the NYC and street culture community.

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STATE MATERIAL MASON SUPPLY

30s TV SPOT

PRODUCER, DIRECTOR,
VIDEOGRAPHER, EDITOR

Collaborated with the owners and staff of State Material Mason Supply to develop and produce a 30-second television commercial.

Led coordination across all production elements, including working with a drone operator to capture aerial visuals and sourcing voiceover talent for narration.



CONCEPT TO
FINAL DELIVERY



AERIAL VIDEO
PRODUCTION



VOICEOVER TALENT
COORDINATION



AWAY FROM ME

WRITER • DIRECTOR • EDITOR • SOUND DESIGN

A despondent mechanic uses alcohol as a coping mechanism to avoid his tragic reality.

High-production-value short film centered on a performance-driven emotional narrative, produced with a large set and full crew. This piece represents Act III of a larger feature-length screenplay, structured non-linearly to intercut between past and present timelines. Carried the project from concept through final delivery — leading a 20-person cast and crew.

Responsibilities included writing, budgeting, production design, set design, location scouting, scheduling, casting, hiring and managing crew, directing, performing the lead role, editing, and sound design.



WRITING

Original story and screenplay



DIRECTING

Performance and visual storytelling



EDITING

Story structure, pacing and flow



SOUND DESIGN

Atmosphere, ambience and mix



PRODUCTION

20-person cast and crew

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THE COWARD AND THE FOG

AI VISUAL STORYBOARD ORIGINAL STORY & CONCEPT

An original apologue about fear, self-deception, and the choice to move forward.

Developed the narrative structure, pacing, visual language, and shot progression before translating the concept into a fully illustrated storyboard using AI image generation as a pre-visualization tool.

The project demonstrates creative development, visual sequencing, and cinematic planning prior to production.



ORIGINAL STORY
Concept, narrative
and dialogue



STORYBOARDING
Shot progression,
pacing and flow



AI VISUALIZATION
AI image generation
for visual continuity



PRE-VISUALIZATION
Cinematic planning
before production

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