

Ryan Contreras

Live Streaming Operations Manager | Digital Asset Management | Media & Entertainment Operations |
Media Engineering

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PROFESSIONAL SUMMARY

Program Manager and media operations leader with experience optimizing digital asset management (DAM/PAM/MAM) workflows, driving system integrations, and managing end-to-end content pipelines within the media and entertainment industry. Proven ability to translate operational requirements into actionable system enhancements, conducting requirements sessions, documenting processes, coordinating UAT, and validating implemented solutions across cross-functional teams at major studios and networks including The Walt Disney Company, Fox Corporation, NBCUniversal, Sony Pictures, and Warner Bros.

Deep understanding of post-production workflows and digital asset lifecycles, from ingest, metadata management, and storage through distribution and delivery across AVOD/SVOD/VOD, OTT, and streaming platforms. Experienced operating and administering DAM/PAM/MAM systems as part of daily production workflows, with hands-on familiarity with Cantemo, and Airtable-class asset management and project tracking platforms. Skilled at identifying automation opportunities, refining operational frameworks, and driving collaborative implementations with engineering, product, and platform partners to improve system performance and user experience.

CORE COMPETENCIES

Live Streaming | Content Operations | SMPTE-2110 | RTP | RTMP | SRT | HLS | Subtitling | Closed Captioning | Claude AI | User Acceptance Testing (UAT) | OTT & Streaming Delivery | Salesforce System Integration | SVOD/AVOD/VOD QC | FAST Channel Distribution | Digital Asset Management (DAM/PAM/MAM) | Post-Production Workflow Optimization | System Integration & Automation | Requirements Analysis & Documentation | Process Design & Implementation | Cross-Functional Stakeholder Management | Metadata Management & Standards | Content Lifecycle Operations | Airtable | CMS Platform Administration | API Integration & QA | Mac Captions | AWS Media Services | Splunk | DataDog | JIRA | Zendesk | Aspera | Google Workspace | Live & Post-Production Signal Flows | Vendor & Partner Management

PROFESSIONAL EXPERIENCE

Media Streaming Engineer | The Walt Disney Company

03/2025 – 06/2026 | Glendale, CA

Operational program role within Disney's AMP Video Services infrastructure, supporting digital asset workflows, system integrations, signal delivery operations, and continuous improvement initiatives across a global content distribution network.

- Support and optimize production asset management (PAM/MAM) workflows for Disney's live and on-demand content pipelines, managing asset ingest, metadata tagging, storage routing, and retrieval to ensure media assets are accurately tracked and accessible across production, post-production, and distribution systems.
- Identify opportunities to automate and streamline operational processes within the digital asset management infrastructure, gathering operational insights, documenting requirements, and working with engineering teams to implement and validate system improvements.
- Provide operational support across multiple concurrent live streams, maintaining clear communication and fast issue triage
- Partner with senior engineers and cross-functional teams on high-severity issues, balancing mitigation and root-cause analysis
- Conduct requirements analysis for system enhancements and workflow changes, documenting current-state processes, translating operational needs into actionable specifications, and participating in user acceptance testing to validate that implemented solutions meet operational standards.
- Coordinate with cross-functional teams across engineering, DevOps, and platform operations to drive system integration improvements and new feature implementations, ensuring changes are thoroughly tested and validated before deployment to production environments.
- Configure and manage AWS Media Services infrastructure including MediaLive, MediaConnect, and MediaPackage, maintaining live and on-demand content delivery operations and documenting system configurations and engineering changes in support of operational continuity.

- Monitor operational health of content delivery systems using Splunk and DataDog dashboards, identifying anomalies, tracking performance trends, and providing detailed data to support post-event reviews and system improvement initiatives.
- Lead real-time incident response for live streaming issues, isolating root causes using log analysis across AWS, Splunk, and DataDog, coordinating resolution with engineering teams, and producing incident reports with clear documentation of findings and corrective actions.

Supervisor, Digital Operations – Venu Sports | Fox Corporation 01/2024 – 01/2025 | Tempe, AZ

Senior program and operations management role for the FOX/Disney/WBD Venu Sports joint venture, responsible for operational framework design, workflow optimization, cross-functional alignment, and team development across a 24/7 digital content platform.

- Led operational framework design and continuous improvement initiatives across the Venu Sports content pipeline documenting workflows, identifying process gaps, and driving collaborative implementations with Video Engineering, DevOps, Product Management, and SDET teams to enhance platform performance and user experience.
- Oversaw DAM/PAM/MAM asset management operations across live event and on-demand content workflows, ensuring accurate asset ingest, metadata association, storage management, and retrieval within a high-throughput production environment supporting simultaneous live sports broadcasts.
- Managed requirements sessions and cross-functional working groups to define and prioritize system enhancements, translating stakeholder insights into actionable specifications and coordinating implementation timelines with engineering and product partners.
- Established and enforced SOPs, process documentation, and operational guidelines across the content operations team building the standardized framework that enabled consistent, scalable workflow execution across a multi-studio joint venture environment.
- Served as primary escalation point for operational issues and system anomalies conducting root cause analysis, producing detailed incident reports, and implementing process or technology improvements to prevent recurrence.
- Maintained expert-level proficiency across the platform's evolving broadcast and content management tools, participating in system update sessions, coordinating team training on new workflows, and driving adoption of new capabilities across the operations team.

Senior Content Operator | Fox Corporation 10/2021 – 01/2024 | Los Angeles, CA

Senior operations role with expanded responsibility for DAM/PAM/MAM workflow execution, system performance monitoring, process documentation, and team leadership across Fox's digital content platforms.

- Operated production asset management (PAM/MAM) systems as part of daily workflow, managing asset ingest, metadata validation, scheduling integration, and delivery tracking for live and on-demand programming across Fox's digital platforms and OTT applications including VOD/SVOD/AVOD.
- Designed and maintained mission-critical operational tracking systems and performance dashboards, building the data infrastructure that enabled data-driven decision making for scheduling, asset delivery, and content strategy across the operations team.
- Identified and implemented process automation opportunities within content operations workflows, streamlining repetitive manual tasks, reducing error rates, and improving operational throughput across live and post-production content pipelines.
- Documented operational procedures, workflow guidelines, and content policies, ensuring all team members had clear, up-to-date reference materials and that processes were consistently executed across the team.
- Led and developed a team of content operators, providing coaching, assigning training, setting performance expectations, and maintaining accountability structures that improved team capability and reduced escalation rates.
- Coordinated directly with clients and platform partners on operational issues, serving as the primary escalation contact and building trust through transparent communication and reliable follow-through.

Content Operator III | Fox Corporation 06/2019 – 10/2021 | Los Angeles, CA

Live content operations role within Fox's digital platforms team, executing asset management, metadata QA, signal routing, and quality monitoring across live sports, news, and entertainment programming.

- Used PAM/MAM systems to coordinate asset ingest, confirm metadata accuracy, and manage content retrieval ahead of live events, ensuring all media assets were properly tagged, stored, and accessible within the production environment prior to broadcast.
- Performed API QA across OTT and mobile client platforms, validating metadata accuracy, video playback, captioning compliance, and ad insertion behavior across consumer-facing streaming applications.

- Supported live operations for marquee tentpole programming including Super Bowl LIV 4K (3M+ concurrent viewers), 2019/2020 World Series 4K, and 2019 Women's World Cup 4K, managing asset workflows, signal routing, and quality monitoring throughout.
- Maintained detailed operational logs and shift documentation, recording event milestones, asset status, and issue resolutions with the clarity and accuracy required for post-event review and operational continuity.

Project Manager, Post-Production & Digital Asset Operations | ZOO Digital Group 06/2017 – 11/2018 | El Segundo, CA

Program management role overseeing end-to-end digital asset and post-production workflows for major studio clients, the most direct analog to the Apple TV+ DAM Program Manager scope.

- Managed and optimized DAM/CMS workflows for audio dubbing, closed captioning, subtitling, and localization post-production across multiple simultaneous client accounts, overseeing asset ingest, metadata tagging, storage, QC, and delivery for EST, VOD, and OTT distribution platforms.
- Developed operational road maps for workflow onboarding, system integrations, and ingest/encoding/delivery pipeline improvements, documenting requirements, designing process frameworks, and coordinating implementation with technical and vendor partners.
- Conducted requirements sessions with internal clients, external studios, and platform partners, translating operational insights into actionable specifications and driving collaborative implementations to improve DAM system performance and user experience.
- Administered front and back end CMS and digital asset management platforms across multiple client accounts, managing user access, metadata schema, file naming conventions, and delivery specifications to ensure system integrity and operational consistency.
- Identified and implemented process automation opportunities across the post-production pipeline, streamlining ingest, metadata enrichment, and delivery workflows to reduce manual handling and improve throughput across concurrent projects.
- Coordinated cross-functional handoffs between talent, editors, QC teams, and billing, serving as the operational hub across a multi-vendor, multi-studio environment and ensuring all parties had the information and assets needed to meet strict SLA commitments.
- Conducted compliance checks across EST, VOD, and OTT platforms; analyzed QC reports; coordinated with technical specialists to resolve rejected or non-compliant assets, documenting all issues and resolutions with clarity for post-delivery review.

Content Media Manager | Sony Pictures Entertainment 08/2016 – 11/2016 | Culver City, CA

Content operations and asset management role within Sony's digital distribution team, managing asset workflows, CMS operations, and delivery pipelines for broadband and online video distribution.

- Managed asset tracking, metadata labeling standardization, and delivery workflow documentation across Sony's broadband and online video distribution pipeline, ensuring consistent asset organization and compliance with partner delivery specifications.
- Administered CMS platforms for asset ingest, metadata entry, and content publishing, providing front-line support for user access, training, and troubleshooting across internal and external stakeholders.
- Managed transcoding and encoding workflows (Rhozet, FFmpeg, Compressor) across multiple digital formats; performed HD/SD video QC; delivered assets via Aspera and SFTP to distribution partners.

TV Technology Analyst & Olympics Metadata Coordinator | NBCUniversal Media 05/2015 – 08/2016 | Universal City, CA

- Coordinated Olympics 2016 (Rio) metadata creation and XML asset delivery to Comcast Media Center, designing and managing the metadata workflow for VOD and STP distribution, performing QC of all deliverables, and ensuring compliance with CMC specifications.
- Supported multiple internal technology products as L1/L2 administrator, managing user creation, permissions, and content uploads within a web-based administration platform; conducted monthly operational audits and delivered reports to business units.

Video Compression Technician | Deluxe Entertainment Services Group 08/2013 – 08/2014 | Burbank, CA

- Managed transcoding and QC workflows for film and TV content destined for Warner Brothers, Sony, Universal, Fox, NBC, and BBC, ensuring all deliverables met client format specifications and platform delivery requirements for digital distribution on VOD/SVOD/AVOD OTT platforms.

Digital Fulfillment Technician | Warner Bros. Television 10/2011 – 05/2012 | Los Angeles, CA

- Managed digital asset fulfillment workflows for iTunes, BBC, DirecTV, and Xbox, operating deck systems, transcoding content across multiple formats, and coordinating asset delivery with platform partners.

Creative - Final Cut Pro Instructor | **Apple Inc.** 06/2005 – 07/2010 | Pittsburgh, PA / Santa Barbara, CA / Cupertino, CA

- Delivered Final Cut Pro training and Mac hardware and software technical support across multiple Apple retail locations; developed customer and staff training programs and managed staff scheduling.

EDUCATION

Bachelor of Applied Science, Digital Communication and Multimedia

2003 – 2006

Art Institute of Pittsburgh

CERTIFICATIONS

AWS Certified Cloud Practitioner

Introduction to AWS for Non-Engineers: Security

Introduction to AWS for Non-Engineers: Core Services

Final Cut Pro 7 Certified

NOTABLE PRODUCTIONS & STUDIO CLIENTS

Super Bowl LIV 4K Digital Broadcast, 3M+ Concurrent Viewers

2019/2020 World Series 4K Digital Broadcast | 2019 FIFA Women's World Cup 4K | Olympics 2016: Rio (NBCUniversal)

Studio Clients: The Walt Disney Company, Fox Corporation, Warner Bros. Discovery, Sony Pictures, NBCUniversal, BBC, Universal, Deluxe Entertainment