

BEN ZIEPER

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Los Angeles | *Willing to Relocate*

RELEVANT EXPERIENCE

TEAM LIQUID ESPORTS

LOS ANGELES, CA

SENIOR DIGITAL CREATIVE PRODUCER

AUGUST 2019 - PRESENT

- Define and evolve the creative vision and content strategy for Team Liquid's competitive esports channels, shaping platform-native programming across YouTube, TikTok, Instagram, X, and Reddit.
- Develop recurring content franchises, original series, and storytelling formats that fuel sustained audience growth and long-term engagement.
- Lead creative development from concept through publication; guiding ideation, scripting, talent direction, editorial feedback, thumbnails, and platform optimization across a high-volume content slate.
- Launched multiple channels from zero to scale, personally owning subscriber growth, format development, and audience retention strategy.
- Identify, scout, and develop on-camera broadcast and creator talent from the ground up, turning them into recognizable content leads or "characters" driving 25M+ views.
- Pitch and produce branded content campaigns in partnership with Honda, Dell, Coinbase, IMC Trading, Monster Energy, Marvel, and Disney, balancing sponsor objectives with audience-first storytelling.
- Established creative review processes and performance-driven feedback loops that continuously improve content quality through audience insights and platform analytics.
- Delivered 50M+ annual views, 125M+ annual impressions, and an 8–10% average engagement across owned social platforms.

USA ESPORTS

UNITED STATES

DIRECTOR OF CONTENT

MARCH 2026 - PRESENT

- Own creative vision and content strategy for Team USA's delegation at the upcoming Esports Nations Cup, building the format slate and production infrastructure from the ground up.
- Lead end-to-end production operations by managing budgets, hiring and directing staff, crew, and editors to deliver a full slate of content representing the United States on a global stage.

THE STREAMER AWARDS

LOS ANGELES, CA

HEAD WRITER

2022 -2026

- Recruited and led a writing staff across tri-weekly sessions, directing development of monologue, segments, and show banter for a live awards broadcast.
- Owned script development end-to-end — from first draft through final run-of-show — in close collaboration with the director, executive producers, and external talent/partner teams.

EDUCATION

EMERSON COLLEGE

BOSTON, MA

BACHELOR OF FINE ARTS IN COMEDIC ARTS

GRADUATED DECEMBER 2020

SKILLS

Adobe Creative Suite | Figma | AI Productivity Tools | HootSuite | Reddit Communities | Tik Tok Analytics | Google Analytics | YouTube Studio | Capcut | X Analytics | Meta Business Suite | Instagram Analytics | Inshot | OBS Studio

AWARDS

- [Clio Sports 2024 Bronze Award](#) *Why We Didn't Sign Doublelift*
- Esports Awards [2024 Esports Creative Team of The Year](#) *Team Liquid Creative Team*
- Esports Awards [2025 Creative Campaign of The Year](#) *Team Liquid 25th Anniversary Campaign*