



bradenketch.com

CONTACT

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EDUCATION

BACHELOR OF ARTS

Public Relations,
Human Relations Minor
University of Oklahoma
2015 - 2018

Business Management
Loyola University New Orleans
2013 - 2015

ACADEMIC ACCOMPLISHMENTS AND INVOLVEMENT

- Dean's Honor Roll, Fall 2017 - Spring 2018
- PRSSA Member
- Diversity & Inclusion PRSSA Committee
- BBB Intern Representative, Oklahoma City Chamber's InternOKC

TECHNICAL SKILLS AND APPLICATIONS

Freelance Work

Resume building, website editing, graphic design for local businesses

Adobe Creative Suite Proficiency
Photoshop, Illustrator, InDesign, Premier Pro

Web Development Proficiency
WordPress, Adobe Experience Manager, CoreCMS, Episerver, custom back-office systems

Copywriting

Web copy, printed materials, blog editing, press releases, social media

Photography & Videography
Scheduled Projects, freelance, personal

Field Marketing & Branding
Conferences, events, brand representation, business networking

Braden Ketch

CAREER

Better Business Bureau® Serving Central Oklahoma

Web and Graphic Design Coordinator

October 2019 - Present

- Web Design, Development and Management
 - Managing all updates for the existing BBB.org website for Central Oklahoma
 - 721,583 New Users in 2020 and 763,696 in 2021, with ~26% annual increase in 1 year (from 572,749 in 2019)
 - Managing updates to BBB.org for other BBB® offices as assigned or contracted
 - Developing, launching, and managing campaign websites and landing pages for events, videos, and podcasts
 - Managing tagging and tracking of all website analytics
 - Developing, launching, and managing new website building service for accredited businesses (AB Websites)
 - Coordinating with the BBB of Middle Tennessee team in Nashville to implement the AB Websites service

Graphic Design

- Designing of collateral elements, including but not limited to: brochures, event invitations, promotional banners, business cards, etc.
- Creating graphics for advertising/marketing campaigns, including but not limited to: digital and print ads, email newsletters, logos, social media assets, website media, printed event materials, banners, and promotional items, etc.
- Partnering with the Digital Media Coordinator and the Video Production and Communications Coordinator to create digital or printed materials as needed for campaigns, videos, podcasts, conference items, etc.

Data Quality and Operations Specialist

July 2019 - October 2019

- Managing and organizing data within Blue core management system
- Contacting accredited businesses regarding data collection and business profile maintenance
- Developing and exporting data reports for use across departments

- Maintaining data collection and department/organization quarterly goals

Public Relations Intern

June 2017 - August 2017

- Writing and editing scheduled press releases, talking points and Q&As
- Data collection for business testimonial series campaign
- Communication and coordination with associated businesses

- Social media content creation and livestreams
- Video, photo and media editing for business testimonial

Power Crunch - Lifestyle Sampler/Brand Ambassador

April 2019 - July 2019

- Building brand awareness
- Educating the consumer about product benefits and functionality
- Establishing and maintaining consumer relationships

- Monitoring brand movement, pricing, and product sold
- In-store brand marketing, advertising and sales through demos

Denver Art Museum - Gallery Host

October 2018 - June 2019

- Communicating with the public regarding specific artworks, museum news, etc.
- Maintaining a safe and enriching environment for visitors
- Ensuring artwork is safe and maintained for exhibition
- Providing feedback and input for current and future exhibitions
- Collaborating with teammates across various departments

VI Marketing and Branding - Public Relations Intern

January 2018 - April 2018

- Writing and editing press releases
- Client research for Tobacco Stops With Me, TSET, Oklahoma Tobacco Helpline
- Media communications; calling/emailing media outlets for comprehensive media list

- Data collection for media lists, anti-tobacco campaign clients
- Misc. tasks from other departments (marketing presentations, digital summit tasks, etc.)

Palomar - Account Lead (Capstone)

January 2018 - May 2018

- Overseeing group tasks and managing deadlines
- Communicating directly with the client
- Composing surveys and focus groups

- Collecting, organizing and reporting collected relevant data
- Presenting a comprehensive, scheduled PR/social media campaign to the client

Oklahoma Messages Project - Research Consultant

August 2017 - December 2017

- Primary and secondary research regarding key audiences and competitors
- Analysis of content, market information and data collections
- Key public interviews and surveys

- Navigating databases for stakeholder and nonprofit market trends
- Social media content analysis and comprehensive report of findings