



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

- Web Development Proficiency  
SEO for organic search, HTML coding,  
WordPress, Adobe Experience Manager,  
CoreCMS, Episerver, custom back-office  
systems
- Adobe Creative Suite Proficiency  
Photoshop, Illustrator, Dreamweaver,  
InDesign, Premier Pro
- Freelance Work  
Resume building, website editing, graphic  
design for local businesses
- 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

Workhorse Marketing - Web Services Coordinator  
January 2023 - Present | Austin, Texas (Remote)

- Project management and oversight over multiple simultaneous web projects
- Collaborating between departments to design, develop, QA, and maintain web support for a variety of clients
- Communicating effectively and regularly with multiple clients across a variety of industries
- Coordinating with the Development team to collect and report in-depth analytics and accessibility audits

TIBCO - Digital Marketing Contractor for Online Advertising & Search Engine Optimization (SEO)  
July 2022 - September 2022 | Palo Alto, California (Remote)

- HTML coding and publishing of web content
- Coordinating with multiple departments to execute internal SEO opportunities
- Maintaining effective on-page SEO standards across highly matrixed CMS and reference platforms
- Independently managing data-driven projects

Better Business Bureau® Serving Central Oklahoma

- Web and Graphic Design Coordinator  
October 2019 - Present | Oklahoma City, Oklahoma

- 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 series
- Internal event planning for scheduled office events

Power Crunch - Lifestyle Sampler/Brand Ambassador  
April 2019 - July 2019 | Denver, Colorado

- 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 | Denver, Colorado

- 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 | Oklahoma City, Oklahoma

- 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 | Oklahoma City, Oklahoma

- 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