

# Braden Ketch - Resume

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## Career

### Ketch Design Centre - Director of Operations

*Jan. 2025 - Present | Oklahoma City, Oklahoma*

- ❖ Leading company-wide operations as direct contact to regional distributor (HunterDouglas, Alta) representatives for strategic communications, quarterly sales goals and figures, and product updates
- ❖ Directing end-to-end execution of complex interior design projects aligning designers, clients, and commercial or residential builders to ensure on-time, on-budget delivery
- ❖ Maintain extensive product knowledge and familiarity as a certified HunterDouglas installer to provide clients and teammates with information regarding specifications, measurements, limitations, requirements, pricing, and timelines
- ❖ Implementing top-down operational restructuring via company-wide onboarding of project management software
- ❖ Built, automated, and maintained a central project management platform; trained all staff, primarily first-time users, to utilize new project management software for all operational needs (e.g. automated task creation, interior design project documents for large-scale projects, project task and billing status updates with attached images/video, product measurement documentation, lead generation and follow up, fabric/wallpaper book checkout system)
- ❖ Measuring, quoting, invoicing, and ordering products to fit exact custom ad hoc specifications and needs
- ❖ Managing on-site installations as a team lead and maintaining open communication with clients and designers
- ❖ Establishing and maintaining new warehouse parts and tools inventory system, significantly improving organization, resource availability, and operational efficiency

### Workhorse - Web Services Coordinator

*Jan. 2023 - Jan. 2025 | Austin, Texas (Remote)*

- ❖ Maintained direct communication as the primary point of contact for 30-40 client organizations across a wide variety of industries, including AI, hospitality, healthcare, architecture, recreational sports, retail, nonprofit, and more
- ❖ Developed and relayed concise budgets, timelines, and expectations for a range of large-scale web projects, maintaining clear client communication throughout beta, staging, and production environments
- ❖ Lead and coordinated frequent video calls and presentations to maintain consistent client relationships
- ❖ Assigned tasks and maintaining a firm control of timelines and expectations for the development team
- ❖ Collaborated between departments to design, develop, QA, and maintain consistent web support for clients
- ❖ Created thorough project documentation, including pre- and post-launch checklists, wireframes, pitch decks, etc.
- ❖ Coordinated with the Development team to collect and report in-depth analytics, SEO, and accessibility audits, regularly utilizing Google Analytics (GA4 certified) and Screaming Frog SEO Spider

### TIBCO - Digital Marketing Contractor for Online Advertising & Search Engine Optimization (SEO)

*July 2022 - Sept. 2022 | Palo Alto, California (Remote)*

- ❖ Coordinated across departments to execute site remediations utilizing findings in SEO audit reports and scans
- ❖ Maintained effective on-page SEO standards across highly matrixed CMS and reference platforms
- ❖ HTML coding and publishing of web content via Dreamweaver
- ❖ Independently managed multiple data-driven projects and regularly reported findings with department leads

### BBB® Serving Central Oklahoma - Web and Graphic Design Coordinator

*Oct. 2019 - July 2022 | Oklahoma City, Oklahoma*

#### Web Design, Development and Management

- ❖ Managed 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)
- ❖ Managed all updates to BBB.org for other BBB® offices across the US as assigned or contracted
- ❖ Developed, launched, and managed campaign websites and landing pages for events, videos, and podcasts
- ❖ Managed tagging and tracking of all website analytics
- ❖ Developed, launched, and managed new website building service titled "AB Websites" for accredited businesses
- ❖ Coordinated with the BBB® of Middle Tennessee team in Nashville to implement the AB Websites service

## Graphic Design

- ❖ Designed all collateral elements, including: brochures, event invitations, promotional banners, business cards
- ❖ Created graphics for advertising/marketing campaigns, including: digital and print ads, email newsletters, logos, social media assets, website media, printed event materials, banners, promotional items, etc.
- ❖ Partnered 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.

## BBB® Serving Central Oklahoma - Data Quality and Operations Specialist

*July 2019 - Oct. 2019 | Oklahoma City, Oklahoma*

- ❖ Managed and organized data within Blue core management system
- ❖ Contacted accredited businesses regarding data collection and business profile maintenance
- ❖ Developed and exported data reports for use across departments aligning with quarterly goals

## BBB® Serving Central Oklahoma - Public Relations Intern

*June 2017 - Aug. 2017 | Oklahoma City, Oklahoma*

- ❖ Wrote and edited scheduled press releases, talking points, and Q&As
- ❖ Communicated and coordinated with associated businesses to collect data for testimonial series campaign
- ❖ Created social media content and livestreams, editing videos, photos, and media for business testimonial series

## Power Crunch - Lifestyle Sampler/Brand Ambassador

*April 2019 - July 2019 | Denver, Colorado*

- ❖ Built brand awareness by educating the consumer about product benefits and functionality with in-person store and event/outdoor sports brand marketing, advertising, and sales through demos

## Denver Art Museum - Gallery Host

*Oct. 2018 - June 2019 | Denver, Colorado*

- ❖ Coordinated regularly with operations department leads and museum administration
- ❖ Communicated directly with the public regarding specific artworks, museum news, etc.
- ❖ Maintained a safe and enriching environment for visitors and ensured artwork is safe for exhibition
- ❖ Provided internal feedback and input across various departments for current and future exhibitions

## VI Marketing and Branding - Public Relations Intern

*Jan. 2018 - April 2018 | Oklahoma City, Oklahoma*

- ❖ Conducted client research and data for media lists for Tobacco Stops With Me, TSET, Oklahoma Tobacco Helpline
- ❖ Wrote press releases and maintained regular media outreach by calling/emailing established contacts
- ❖ Completed assigned tasks from other departments (marketing presentations, digital summit edits, etc.)

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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
- ❖ Diversity & Inclusion PRSSA Committee, Public Relations Student Society of America (PRSSA) Member
- ❖ BBB Intern Representative, Oklahoma City Chamber's InternOKC

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## Technical Skills, Proficiencies, and Applications

### Project Management

Monday, Asana, ClickUp, Wrike, Smartsheet, Basecamp, Notion, Zoho

### Web Development

WordPress, SEO for organic search, Google Analytics (GA4 certification), HTML coding, Adobe Dreamweaver, Adobe Experience Manager, CoreCMS, Episerver, custom back-office systems, full Adobe Creative Suite

### Interior Design Space, Window Treatments

Certified HunterDouglas installer, proficient in design and product applications, precise on-site measurement and repair skills, confident design recommendations

### Freelance Work

Resume building, website editing, graphic design for local businesses, web copy, printed materials, blog editing, press releases, social media, photography & videography, scheduled projects