STEPHEN P. KETCHEN

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steveketchen.com

Profile

Proven sales leader and developer with **15+ years sales leadership experience**.
Creates data-centric tools for large teams handling complex reporting.
Media/Marketing Professional with **18+ years creative experience.**
Seeking a position using technical background to create great business solutions.

Experience

Charter Communications — 03/2014 - 10/2025
Spectrum Sales Account Executive - Residential
Spectrum Sales Supervisor

Served 8 years as residential account executive, then continued into leadership in 2019, leading teams of up to 20 representatives at Spectrum's Albany call center for another 3 years. Established a reputation for reliably reaching across departments and quickly creating bespoke leadership tools to simplify complex analytics, providing valuable business insights. Enforced performance/operations in a live environment. Initiated a 100+ agent training/onboarding support program. Bridged gaps in business units' reporting, providing enhanced data clarity to leadership. Successfully navigated mergers/acquisitions. Continuously exceeded KOI/KPI targets.

Achieved Spectrum Elite Sales Club (top 1.5% of enterprise by sales) in 2021.

Apple Inc. — 01/2011 - 02/2014
Sales Expert

Completed $4M+ career sales in retail setting, with exemplary AppleCare/1:1 attach rates. Assisted on-site B2B Sales Unit. Trained new employees. Handled visual merchandising duties and upheld standards. Installed technically unprecedented window displays, table displays and security devices. Internal QA testing for service and PoS updates. Performed BAU hardware repairs.

Skills/Certifications

Meta 2025 Data Analysis with Spreadsheets and SQL | Marketing Analytics Foundation | Digital Marketing Fundamentals | Introduction to Data Analytics
Microsoft 2023 Office365 Certification | **Google** 2023 SEO/SEM Certification
Media Apps | Final Cut Pro X, Logic Pro, Adobe CC, Ableton Live 11, Blender 3D
Data/Code | HTML, CSS, JS, Python, Unix, .NET, Genesys, PowerBI, Tableau,
OS/CRM | MacOS, Windows XP - 11, Linux, UNIX, CSG, ICOMS

Awards

Spectrum Elite Sales Club 2021

Education

Equivalent A.A.S. Computer Science - Hudson Valley Community College