

JOHN KETCHUM

EDITORIAL LEADER • STRATEGIST • AI & CONTENT INNOVATOR

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SUMMARY OF QUALIFICATIONS

Results-driven editorial leader with 10+ years of experience shaping strategy at some of the country's most respected media organizations and nonprofits. Adept at guiding editorial vision from concept to launch across audio, video, digital, and social platforms.

- Builds & Executes Strategy:** Develops thought leadership and content strategies for nonprofit and for-profit organizations that drive audience engagement and achieve business goals.
- Leads & Collaborates:** Manages cross-functional teams, partners with executive leadership, and drives daily and long-term program execution.
- Communicates & Amplifies:** Designs internal communications and earned media strategies that amplify brand voice and extend reach.
- Innovates with AI:** Leverages artificial intelligence to streamline editorial workflows, accelerate research, enhance content development, and improve audience engagement—without compromising integrity.
- Creates Impact:** Builds B2B content strategies and scalable editorial operations that inform, inspire, and deliver measurable results.

AI & EMERGING TECHNOLOGY EXPERTISE

- AI-Powered Research & Insights**
Uses AI tools to surface data, analyze trends, summarize complex information, and inform editorial decisions.
- AI-Assisted Content Development**
Applies AI to brainstorm ideas, create outlines, summarize, refine, and repurpose content across platforms.
- Workflow Automation & Efficiency**
Implements AI and automation to streamline editing, transcriptions, metadata, briefs, and project management.
- Audience Engagement & Personalization**
Uses AI insights to optimize content performance, personalize messaging, and strengthen audience relationships.
- Emerging Tech Strategy**
Evaluates and integrates new AI tools and technologies to drive innovation and maintain a competitive advantage.

CORE COMPETENCIES



Editorial Strategy



Team Leadership



Podcast & Audio Production



Thought Leadership



Content Strategy



Internal & Earned Media



Cross-Functional Collaboration



Audience Engagement



AI & Emerging Technology

PROFESSIONAL EXPERIENCE

- NATIONAL PUBLIC RADIO (NPR) | Senior Editor** Washington, D.C. | 2024–2026
 - Edited pieces for All Things Considered and the Consider This Podcast across audio, video, and text for clarity, accuracy, and structure.
 - Pitched and edited daily stories and long-form pieces focused on politics, education, and technology.
 - Worked with fellow senior editorial leaders and executive managers to guide daily and long-term program execution.
 - Integrated AI-assisted research and editorial tools to streamline reporting, fact-checking, and content development.
- WABE | Executive Producer** Atlanta, GA | 2025–2026
 - Led the production of Season 5 of Buried Truths, WABE's longform podcast on civil rights cold cases.
 - Worked with a team of editors, researchers, talent bookers, and engineers.
 - Partnered with station leadership to achieve business and editorial goals of the program.
 - Managed and executed production schedule until successful launch; provided final sign off on all episodes.
 - Leveraged AI tools to support archival research, interview prep, and production workflows.
- THE NEW YORK TIMES | Editor** Atlanta, GA | 2021–2024
 - Pitched, edited, and led the production of long-form audio narrative stories covering sports, business, economics, and politics.
 - Responsible for meeting daily publishing deadlines to achieve business and editorial goals.
 - Ensured all content met New York Times editorial guidelines.
 - Used AI tools to enhance reporting, identify story angles, and optimize content for digital and audio audiences.
- THE AMERICAN JOURNALISM PROJECT | Associate, Startups Team** Atlanta, GA | 2020–2021
 - Unlocked local and national philanthropy to fund and manage startups across the country.
 - Secured investments of over \$3M for startups based in the Midwest and nationally.
 - Advised startup founders on best ways to streamline editorial processes.
 - Advised on internal communications, earned media strategy, and thought leadership content.
 - Advised founders on building thought leadership content strategy and incorporating AI into editorial workflows.
- AFROTECH | Managing Editor** Atlanta, GA | 2018–2020
 - Launched a website focused on Black innovators and entrepreneurs.
 - Led a team of writers, designers, and social media editors to meet daily publishing goals.
 - Coached and recruited a core group of freelance writers covering artificial intelligence.
 - Worked with business side teams and clients on sponsored content and financial goals.
 - Worked with executive team to build thought leadership and editorial strategy.
 - Led the creation of B2B content and used AI tools to optimize content performance and distribution.
 - Helped plan and market yearly Afrotech conference for Black technologists.
 - Focused on internal communications and earned media strategy.
 - Used AI tools for content ideation, audience insights, and performance analytics.

Additional experience includes: Vox Media (SB Nation), CNN, West Virginia University (Knight Innovator in Residence), National Public Radio (Assistant Editor/Producer), and Marketplace (Assistant Producer).

EDUCATION

CENTRAL MICHIGAN UNIVERSITY | Mount Pleasant, MI
Bachelor of Arts, Broadcast and Cinematic Arts | 2007–2011
Double Minor: Journalism and Political Science

CORE SKILLS

- Editorial Strategy
- Content Strategy
- AI & Emerging Technology
- Thought Leadership
- B2B Content
- Cross-Functional Leadership
- Internal Communications
- Earned Media Strategy
- Podcast & Audio Production
- Digital & Social Media
- Audience Engagement
- Business Strategy
- Data Analysis & Reporting
- Project Management
- Storytelling