

Braden Marie Reed

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EDUCATION

- Texas Tech University**, Lubbock, Texas In Progress
Educational Leadership Policy, PhD
- Tarleton State University**, Stephenville, Texas December 2019
Master of Business Administration
- Texas A M University**, College Station, Texas December 2017
Bachelor of Business Administration in Marketing; Minor in Sports Management

EXPERIENCE

- Coastal Bend College**, Beeville, Texas July 2020-Present
Director of Workforce Development and Continuing Education
- Studied and implemented new CE courses, resulting in a 785% increase in reportable contact hours and 5,455% increase in revenue generated over two years.
 - Applied for and received 4 federal contracts through Federal Bureau of Prison, worth \$2.4 million.
 - Established an additional 50 programs to the catalog of continuing education courses offered.
 - Updated the ETP list through the TWC to submit 120 programs not previously covered.
 - Generated a list of continuing education courses for the MyCAA scholarship program.
 - Partnered with Crossroads (AEL) to provide Integrated Education and Training (IET) courses for current HSE students.
- Coastal Bend College**, Beeville, Texas August 2022-Present
Adjunct Instructor
- Taught 3 online sections of Business Computer Information Systems for a total of 105 students.
 - Collaborated with core faculty to ensure adequate support for students entering college.
- Coastal Bend College**, Beeville, Texas February 2018 – June 2020
Communications Specialist
- Maintained strong social media and brand presence across Twitter, Facebook, LinkedIn, and Instagram platforms.
 - Developed online marketing campaigns, effectively increasing followers by 61%
 - Managed social media planning for execution of marketing strategies and community management.
 - Designed and wrote articles for the Coastal Bend College Magazine and weekly e-newsletter.

Brazos Valley Worldfest, Bryan/College Station, Texas May 2017 – December 2017
Marketing Intern

- Updated website and advertisements for upcoming festival
- Established a social media plan for four months leading into the festival

Texas A&M University, College Station, Texas April 2017 – December 2019
Resident Advisor

- Planned, budgeted, and marketed educational and social programs for 1560 residents
- Represented fellow resident advisors on the Residence Hall Staff Council

CONFERENCES PRESENTATIONS

Wiseman, A. W., Crevar, A. R., & Becknell, B. (2023). The promises of dual credit and pitfalls of educational stratification: An analysis of dual credit access and opportunities. Paper presentation at the annual conference of the Association for Education Finance and Policy, Denver, CO.

Becknell, Braden. (2021, March). *Storyteller Series*. Presentation hosted by TRANSFR with Coastal Bend College and Enterprise City Schools, Webinar.

Becknell, Braden. (2019, June). *The Invitation to Join the Conversation: Sharing Effective Stories to Connect with Emerging Scholars*. Presentation at the Texas Association of Community College Marketers, San Antonio, Texas.

Becknell, Braden. (2019, July). *Understanding Social Media Insights in Order to Effectively Use Digital Media*. Presentation at the eduWeb Digital Summit, Philadelphia, Pennsylvania.

SELECTED HONORS

- Corpus Christi Under 40 Award Winner, 2021
- Texas Education Policy Fellowship Program, 2021-2022
- Coastal Bend's 50 Women of Distinction, 2022
- Rookie Staff Member of the Year 2019 at Coastal Bend College
- Accepted into Social Media Management for Leaders through the Texas Social Media Research Institute
- Published in Aletheia, The Undergraduate Journal of Philosophy at Texas A&M University

National Council for Marketing and Public Relations, District 4

- 3rd Place: Special Event or Fundraising Campaign
- 2nd Place: Social Media or Online Marketing

Educational Digital Marketing Awards

- 1st Place: Social Media, Coastal Bend College Twitter Account
- 1st Place: Coastal Bend College Media Center

- 1st Place: Electronic Advertising, Register Now to Get the Schedule You Want
- 2nd Place: Video, Success Happens Here: Law Enforcement Graduate
- 2nd Place: Electronic Advertising, Maymester Ad Campaign
- 3rd Place: Social Media, Coastal Bend College Facebook Page
- Merit Award: Social Media, Coastal Bend College Instagram Account
- Merit Award: Digital Video, Success Happens Here: Oil and Gas Graduate

Educational Advertising Awards

- 1st Place: Integrated Marketing Campaign, Register Now to Get the Schedule You Want
- 1st Place: Radio Advertising, Single Spot, CBC Commercial with Jingle
- 1st Place: Social Media, Coastal Bend College Facebook Page
- 2nd Place: Total Advertising Campaign, Maymester Ad Campaign
- 2nd Place: Social Media, Coastal Bend College Twitter Page
- 3rd Place: Social Media, Coastal Bend College Instagram Page

SELECTED CERTIFICATES

- AMA Professional Certified Marketer
- Crisis Response Management Certified
- Dale Carnegie Leadership Graduate
- Digital Analytics Association
- Digital Sales Certification (Google)
- Google Adwords Mobile, Display, Search, Shopping, Video Advertising Certified
- Google Analytics Qualified Individual
- Hootsuite Social Marketing Certified
- Inbound Marketing Certified (Hubspot)
- Inbound Sales Certified (Hubspot)
- Online Marketing Fundamentals
- Social Media Club
- Women in Digital Analytics

COMMUNITY INVOLVEMENT, VOLUNTEER ACTIVITIES AND COMMITTEES

- City of Portland, Construction Board of Adjustment and Appeals; Member
- City of Portland, Board of Adjustment; Alternate Member
- Coastal Bend College, Graduation Committee
- Coastal Bend College, Texas Pathways Committee
- Coastal Bend College, Quality Enhancement Plan (QEP) Committee
- Education to Employment Regional Collaborative Committee, Trellis Foundation Grant
- Leadership Women Texas, Class of 2022
- Port Aransas ISD, Career and Technical Advisory Board Member

PRESS

Becknell, B. (2021, October 22). *Career and Vocational Training Gets a Virtual Reality Upgrade*. Getting Smart. Retrieved from <https://www.gettingsmart.com/2021/10/22/careerand-vocational-training-gets-a-virtual-reality-upgrade/>.

Schaffhauser, D. (2021, April 12). *Texas CC Tests VR to Help Middle Schoolers Explore Careers*. The Journal: Transforming Higher Education through Technology.

Wood, C. (2021, March 29). *VR Helps Texas Students Prepare Career Paths Early*. EdScoop. Retrieved from <https://edscoop.com/vr-helps-texas-students-prepare-career-paths-early/>.