



JACK “FL4K” KETCHUM

SUMMARY

Dynamic and entrepreneurial esports executive with over five years of experience in competitive gaming, content direction, and brand strategy. Skilled in building and leading teams, securing partnerships, and managing event logistics for global tournaments. Known for building NTMR Esports from a grassroots organization into a multi-title brand having competed at the Esports World Cup, Champions Clash China, and DreamHack Stockholm. Combines creative leadership, operational management, and storytelling expertise across gaming, media, and business development.



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LinkedIn

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EDUCATION

Bachelor of Arts in Communications

Minor - Business Management

University of Miami, Florida

Graduate Spring 2026

Relevant Coursework:

- Business Communication
- Entrepreneurship
- Financial Accounting
- Digital Storytelling

SKILLS

- Business
- Leadership
- Partnerships
- Strategy
- Tournaments
- Travel Logistics
- Animation Management
- Branding
- Creative Direction
- 2D Design

EXPERIENCE

Founder & CEO

NTMR Esports, LLC (Nightmare)

November 2023 – Present

- Founded and oversee a global esports organization competing in Overwatch 2, Marvel Rivals, and The Finals.
- Managed operations, contracts, sponsorships, and financials across multi-title teams.
- Directed logistics for EWC 2024–2025, Champions Clash China 2025, and DreamHack Stockholm 2025 where we won The Finals World Stage.
- Led six bootcamps across Miami (3), Seoul (2), and the United Kingdom (1); coordinated training, media, and travel.
- Produced NTMR’s cinematic trailers and animation projects strengthening global brand identity.

Esports Consultant

Spacestation Gaming (SSG)

Remote / 2025–Present

- Contributed to OWCS Partner Program strategy and roster development for Overwatch.
- Recruited players and staff while advising on grassroots-to-pro structure and regional partnerships.

Founder and Creative Director

EnterQ Interactive Media

Miami / 2024–Present

- Designed and pitched an esports collaboration platform connecting players, brands, and tournaments.
- Created investor decks and UX prototypes while directing overall creative and brand strategy.

Goals

- Continue growing my experience in esports management, communications, brand development, and team operations.
- Build stronger leadership and business skills that can support long-term growth in esports, gaming, and entertainment.
- Use my background in competitive gaming, storytelling, and communications to help create brands that connect with fans and communities.