

April 16, 2025

Keith Ecker Joins Gould & Ratner as Director of Marketing



Keith Ecker

Gould & Ratner is pleased to announce that Keith Ecker has joined the firm as its Director of Marketing.

In this role, Keith applies his two decades of legal industry experience to develop marketing strategies and execute tactics that align with the firm's growth and visibility objectives. This includes overseeing branding, digital marketing, content strategy and client/prospect/referral source engagement initiatives.

"We're excited to welcome Keith as our new Director of Marketing," said John Byrne, the firm's Chief Marketing Officer. "His strategic insight, creativity and deep legal industry experience make him an outstanding addition to our team."

Keith has spent much of his professional career assisting law firms in promoting their attorneys, practice areas and industry groups to key decision-makers by creating integrated marketing campaigns that incorporate the latest digital and content marketing best practices. He has worked on multiple award-winning projects and held leadership positions in the local Legal Marketing Association chapter.

Prior to joining Gould & Ratner, Keith oversaw teams of high-level legal marketing and PR consultants at a full-service marketing, branding and public relations agency specializing in the legal industry. He began his career as an editor at a national magazine for in-house counsel.

Keith earned a bachelor's degree in journalism from the University of Missouri-Columbia.