

Blake Becker

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PROFESSIONAL SUMMARY

Senior content strategist and brand voice architect with 10+ years of experience building owned brands and content engines at fast-growing technology companies. Consistently relied upon as the sole content authority trusted to define how an organization speaks and represents itself across channels.

Experienced in managing freelance writers, building governance frameworks, and leading cross-functional content alignment across product, compliance, and marketing. Grounded in journalism; driven by the belief that the best brand content informs, persuades, and earns lasting trust.

EXPERIENCE

ClearCaptions

Remote

Brand Content Writer

Mar 2024 – Present

Sole content owner for a ~\$50M revenue FCC-certified assistive technology company serving millions of hard-of-hearing seniors across the United States and its territories. Responsible for the full breadth of brand communication, from acquisition to retention, across digital, product, and physical channels.

- Built and own ClearCaptions' brand voice end-to-end: authored the organization's comprehensive Communication Guide and style governance framework, now used as the standard across marketing, product, and compliance teams company-wide.
- Drive member communication strategy across all touchpoints (website, in-app product copy, DRTV scripts, email campaigns, newsletters, educational content, and physical marketing materials), ensuring consistent voice across an organization of 500+ employees.
- Serve as the cross-functional content hub, collaborating daily with C-suite, UI/UX designers, product development, external vendors, and compliance to translate complex regulatory and technical information into clear, human-centered language.
- Established scalable content workflows and approval processes, onboarding and managing freelance writers and third-party marketing partners while maintaining high editorial standards and fast turnaround cycles.
- Integrated AI tooling (Claude, ChatGPT, Gemini) into content production workflows to expand output capacity without compromising the brand's distinctive voice or editorial quality.

Cloud for Good

Remote

Content Writer

Feb 2020 – Feb 2024

Content lead for an Inc. 5000 Salesforce implementation firm (250+ employees, ~\$75M revenue) serving 25% of the top 100 largest U.S. nonprofits and 65% of R1 universities. Responsible for all brand content across a 4-year period encompassing 2,500+ client implementations.

- Defined and evolved the company's brand voice across website, email, social, whitepapers, and thought leadership, establishing messaging frameworks that drove consistent digital engagement growth across channels.
- Translated complex Salesforce technology implementations into compelling customer success narratives by interviewing executives and subject-matter experts at nonprofits and higher education institutions nationwide.
- Ghostwrote all executive thought leadership for Cloud for Good's Founder & CEO, published through Forbes Technology Council and the Entrepreneur Leadership Network: a 4-year run of bylined content in two of the most competitive business publishing platforms.
- Produced all Cloud for Good whitepapers, eBooks, and research reports, serving a client base of national nonprofits and R1 research universities.
- Partnered with Salesforce Ben, the platform's largest independent media publication, to produce co-branded partner content covering Salesforce ecosystem trends and updates.

Equis Financial

Director of Communications

Communications director for a high-growth insurance marketing organization, later acquired by Integrity Marketing Group: the nation's largest independent life and health insurance distributor. Served and supported a network of 1,400+ independent agents.

In-Office

May 2017 – Feb 2020

- Directed brand voice and content strategy across website, email, SMS, push notifications, and social media, managing multi-channel communications for a rapidly scaling agent network.
- Managed the communications team's full content calendar: member updates, event materials, training content, and strategic announcements on a consistent deadline-driven cadence.
- Partnered directly with executive leadership to write speeches and keynote addresses for national sales conventions, translating complex financial concepts and company vision into persuasive narratives for diverse agent audiences.

The Brandit Agency

Brand Manager

Served directly under the Chief Operating Officer as Brand Manager at a full-service promotional and digital marketing agency providing solutions to a national client roster of major consumer and technology brands.

In-Office

Aug 2015 – May 2017

- Developed brand narratives, product positioning, and integrated campaign messaging for household-name clients, including Coca-Cola, T-Mobile, and MetroPCS, consistently delivering work that met or exceeded client KPI targets.
- Managed multi-channel campaign execution across digital, event, and physical marketing, coordinating with cross-functional teams to ensure on-brand, on-deadline delivery.
- Built and tracked performance metrics for branding initiatives, translating campaign data into actionable insights that strengthened client relationships and informed long-term strategy.

CORE COMPETENCIES

Brand Voice Development & Evolution | Editorial Leadership & Content Operations | UX Writing & Design | DRTV & Video Scripting | Cross-Channel Content Strategy | Technical Communication | Style Guide & Governance Frameworks | Executive Ghostwriting | Product Launch Communications | Freelancer & Vendor Management | Stakeholder Collaboration (C-Suite, Product, Compliance) | AI-Enabled Content Workflows

TECHNICAL PROFICIENCIES

Adobe Creative Suite | Ahrefs | Asana | Canva | ChatGPT | Claude | Confluence | Figma | Gemini | Google Analytics | Google Workspace | Grammarly | Hootsuite | HubSpot | Jira | Mailchimp | Microsoft Office | Notion | QuillBot | Salesforce | SEMrush | Slack | SproutSocial | WordPress

CERTIFICATIONS

AI Fluency – Anthropic | AI for All – NVIDIA | AI-Enhanced Copywriting – Coursera | AI SEO – SkillUp | Brand Management – University of London | Content Marketing – HubSpot | Content Strategy – Simplilearn | SEO Copywriting for Digital Marketing Success – Skillshare | Secrets to Content that Engages and Converts – University of California, Davis | Storytelling in Content Marketing & Branding Masterclass – The Direct Marketing Association of Northern California | Teaching AI Fluency – Anthropic | The Strategy of Content Marketing – University of California, Davis

EDUCATION

University of Central Florida

Bachelor of Arts in Communication, Minor in Technical Writing