

Blake Becker

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EDUCATION

University of Central Florida

Orlando, FL

Bachelor of Arts in Communications, Minor in Technical Writing

WORK EXPERIENCE

ClearCaptions

Remote

Brand Content Writer

Mar 2024 – Present

- Orchestrate comprehensive brand messaging strategies across digital, physical, and product marketing, ensuring a unified voice that increases audience engagement and strengthens brand recognition in key markets/demographics.
- Lead editorial oversight of freelance writers and third-party marketing partners, establishing comprehensive quality standards and brand governance processes that streamline content approval workflows while ensuring consistent voice and messaging across all marketing touchpoints.
- Collaborate with cross-functional teams, including C-suite executives, marketing, product development, UI/UX, and compliance, to align messaging frameworks with evolving business goals.

Cloud for Good

Remote

Content Writer

Feb 2020 – Feb 2024

- Interviewed executives, thought leaders, and subject matter experts within the non-profit and higher education sectors, transforming their Salesforce implementation experiences into compelling and digestible customer success stories.
- Worked directly with the company Founder & CEO to produce thought leadership content for the Forbes Technology Council and Entrepreneur Leadership Network.
- Developed and executed a comprehensive digital content strategy that increased brand engagement by 40%, overseeing the alignment of messaging across all platforms to ensure consistent brand voice.

Equis Financial

Asheville, NC

Director of Communications

May 2017 – Feb 2020

- Directed company presence across multiple digital platforms, including website, email, social media, SMS, and push notifications.
- Managed content strategy, led communications team, and collaborated with events team to organize and execute national conventions of 100+ life insurance agents.
- Partnered with leadership to craft strategic communications and write speeches/keynote addresses.

The Brandit Agency

Vero Beach, FL

Brand Manager

Aug 2015 – May 2017

- Crafted compelling product presentations for major clients such as Coca-Cola, T-Mobile, and MetroPCS, resulting in a 35% increase in proposal acceptance rates and securing over 50 new promotional partnerships annually.
- Developed innovative integrated marketing campaigns, including experiential programs and strategic promotions, that elevated brand visibility and generated client engagement across multiple channels.
- Collaborated with cross-functional teams to establish KPIs for branding initiatives, consistently tracking progress to enhance overall campaign effectiveness and nurture long-term client relationships.

SKILLS & TOOLS

Skills: Brand Voice Development | Content Strategy | Editorial Leadership | Digital Marketing | SEO Strategy | UI/UX | Project & Account Management | UAT & QA | Thought Leadership | Content Syndication

