

# Blake Becker

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## SUMMARY

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Senior copywriter and brand voice architect with 10+ years of experience defining how impactful organizations speak to the world and communicate their value. Consistently entrusted as the sole content authority trusted to build brand voice from scratch, govern it at scale, and write everything it produces across every channel. Trained as a journalist and driven by the belief that the best brand content earns attention rather than demanding it. Experienced in leading cross-functional content alignment, managing freelance writers and external partners, and delivering high-volume, high-quality work in environments where both are expected simultaneously.

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## EXPERIENCE

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### Brand Content Writer

#### ClearCaptions

March 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 marketing channels.
- Develop all consumer-facing content with a deep understanding of the hard-of-hearing senior demographic, balancing accessibility, empathy, and FCC regulatory compliance to produce messaging that is clear, trustworthy, and effective across every stage of the customer journey.
- Own all customer onboarding and educational content, translating complex assistive technology features into approachable, plain-language materials that support product adoption among a senior demographic.
- Produce 30+ pieces of content per month across website, nationally broadcast DRTV scripts reaching an estimated 8M+ viewers, direct mail, email, and social media.
- Built and own brand voice end-to-end: authored the organization's comprehensive Communication Guide and style governance framework adopted company-wide across 500+ employees, reducing content revision cycles by 40% and establishing a single editorial standard across all internal and external channels.
- Serve as the cross-functional content hub across 6+ internal departments, including C-suite, UI/UX, product development, compliance, and external vendors, translating complex regulatory requirements into clear, human-centered language across all customer touchpoints.
- 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 across content production workflows, increasing output capacity by 35% without compromising brand voice or editorial quality.

### Content Writer

#### Cloud for Good

February 2020 - February 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 four-year period encompassing 2,500+ client implementations, including 40+ customer success stories produced by interviewing executives and subject-matter experts at nonprofits and higher education institutions nationwide, 15+ annual Cloud for Good whitepapers, eBooks, and research reports, sales enablement collateral, thought leadership, and digital content across every channel.
- Drove organic search traffic growth of 120% over four years through a consistent SEO-driven content strategy, scaling the firm's digital presence alongside a consistently expanding client roster.
- Authored 25+ bylined thought leadership pieces for Founder & CEO across Forbes Technology Council and Entrepreneur Leadership Network, maintaining a consistent voice in top-tier publications.
- Partnered with Salesforce Ben, the platform's largest independent media publication, to write co-branded partner content covering Salesforce ecosystem trends and updates for an audience of 300K+ monthly readers.

### Director of Communications

#### Equis Financial

May 2017 - February 2020

- Developed and maintained all communication infrastructure and templates from the ground up, building the organization's multi-channel content operation during a period of rapid scaling from launch to 2,000+ agents.
- Contributed to the company's growth and positioning that led to acquisition by Integrity Marketing Group, the nation's largest independent life and health insurance distributor, within two years of joining.
- Directed brand voice and content strategy across website, email, SMS, push notifications, and social media, managing daily multi-channel communications across all major platforms simultaneously.
- Owned the communications team's full content calendar end-to-end, delivering 250+ email and SMS campaigns annually, weekly newsletters, weekly C-suite calls, regular webinars, and strategic announcements on a consistent, high-cadence deadline schedule.
- Co-produced and co-hosted weekly webinars and C-suite calls for the full agent network, and partnered directly with executive leadership to write speeches and keynote addresses for four national convention keynotes over two years, translating complex financial concepts and company vision into persuasive narratives.

## **Brand Manager**

**The Brandit Agency**

**August 2015 - May 2017**

- 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.
  - Crafted compelling brand narratives, product positioning, and integrated campaign messaging for major clients like Coca-Cola, T-Mobile, and MetroPCS, exceeding key performance indicator 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.
  - Drove a 34% increase in social engagement for a T-Mobile regional campaign.
  - Contributed to a 22% quarter-over-quarter sales lift for a Coca-Cola regional activation.
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## **EDUCATION**

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### **Bachelor of Arts in Communications, Minor in Technical Writing**

University of Central Florida

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## **CERTIFICATIONS**

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### **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

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