
Eddie Becker

Making words matter, one sentence at a time.

(864) 285-6188

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[Writing Portfolio](#)

[LinkedIn](#)

SKILLS

I write content for any kind of audience, one sentence at a time.

I am an experienced content creator and manager with 10+ years of experience in content marketing and 10+ years of experience in sales management.

EXPERIENCE

Indeed, Boiling Springs, SC - *Marketing Specialist*

DEC 2023 - PRESENT

- Conducted over 100 interviews with customers to understand pain points and needs to address
- Wrote over 20 pages of content for internal team members and external customers
- Created customer journey documents and process workflows to optimize user experience
- Designed surveys to capture segmented data around customer experiences

Freelance, Boiling Springs, SC - *Freelance Writer*

OCT 2014 - PRESENT

- Strategized and created content for various clients including:
 - Westfall Gold: nonprofit speech writing
 - Lowes.com: Copywriting for product pages
 - Relevance: Blogs on various marketing topics such as SEO
 - Write Label: radio ad script writing
 - Multiple sites: Blogs for Relevant Magazine, Bleacher Report, Good Men Project, etc.

Ironpaper, Boiling Springs, SC - *Senior Content Specialist*

MAY 2022 - AUG 2023

- Strategized and developed content for B2B clients targeting buyers from top-of-funnel to bottom

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- Wrote content for marketing campaigns including social media, landing pages, white papers, email nurtures, and blogs
 - Conducted research on subjects in various industries like energy, healthcare, hospitality, non-profit, and business consulting
 - Crafted organic social copy and web copy using SEO and keyword research
 - Developed agency content to attract candidates and clients

Upward Sports, Spartanburg, SC - Content Specialist

JAN 2015 - AUG 2018, JAN 2020 - MAY 2022

- Wrote a variety of content pieces for different audiences ranging from young athletes to parents in over 2,000 churches
- Developed video scripts for marketing materials
- Created character lessons sent to over 300,000 young athletes
- Led associate training on Story Brand technique for messaging

Scotts Miracle-Gro, Knoxville, TN - Sales Manager

MAR 2005 - JAN 2015

- Managed a team of 10-15 employees and performed annual reviews
- Cultivated relationships with area Lowes, Home Depot, and Walmart managers
- Increased sales annually in a territory exceeding \$10 million
- Merchandised lawn and garden CPGs, increasing sales annually on average of 7-10%

EDUCATION

Charleston Southern University, Charleston, SC - B.A., Religion

SEP 1999 - MAY 2023

Earned degree in Religion with a minor in History

CERTIFICATIONS

Pragmatic Marketing (2016)

Sports and Theology (2021)

HubSpot Academy: Inbound Marketing (2022)

HubSpot Academy: Digital Marketing (2022)

HubSpot Academy: Content Marketing (2022)

HubSpot Academy: Email Marketing (2023)

HubSpot Academy: Growth Driven Design (2023)