

EDDIE BECKER

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SUMMARY

- 10 years in marketing/communications and 10 years in sales management working for multi-million dollar global organizations and non-profits.
- Crafted communications for the world's largest job search site delivering messaging to thousands of employees and developing B2B content across different industries including energy, healthcare, SaaS, and non-profits [2022-2025].
- Strategized and delivered key training and development content for 400,000 young athletes, coaches, and church partners for a faith-based non-profit. [2015-2022].
- Managed a 10 person team to drive sales in a \$10,000,000 territory in East Tennessee [2005-2015].
- Freelanced on multiple projects including executive speech writing raising over \$500,000 for non-profits. Also created content for several organizations including radio scripts, blogs, and editing services [2014-2025].

PROFESSIONAL EXPERIENCE

Indeed

Boiling Springs, SC

Marketing Specialist/ Content Knowledge Specialist

Dec 2023 – Sep 2025

Indeed is the #1 job search platform in the world, matching millions of job seekers with jobs each year. As a global organization, Indeed employs over 10,000 associates.

- Conducted over 120 interviews with customers to understand pain points and needs
- 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 in Slack to capture segmented data around customer experiences
- Developed weekly newsletters to communicate products and tools updates to over 1,000 sales and customer success reps
- Managed incident tickets as needed to communicate urgent issues and fixes
- Collaborated with both communications and content teams to ensure weekly delivery of key information to various teams within Indeed

Ironpaper

Boiling Springs, SC

Senior Content Specialist

May 2022- Aug 2023

Ironpaper is a B2B digital marketing agency working across various industries such as energy, healthcare, consulting, SaaS, non-profits, and more.

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

Upward Sports

Spartanburg, SC

Content/ Marketing Specialist

Jan 2015-May 2022

Upward Sports is a faith-based non-profit delivering sports ministry tools for thousands of churches across the United States.

- Wrote a variety of content pieces for different audiences, ranging from young athletes to parents in over 2,000 churches
- Developed over 20 video scripts for training & marketing materials for key projects
- Created character lessons and Bible-based devotions used by over 400,000 coaches and young athletes
- Led associate training on the Story Brand technique for messaging
- Created communications for church partners, parents, and young athletes

Freelance

Boiling Springs, SC

Freelance Writer

Nov 2014- present

I regularly take on side projects to help others with content needs. These are some of the projects I've worked on:

- Westfall Gold: wrote 20 non-profit fundraising speeches that helped raise over \$500,000
- Lowes.com: SEO-focused copywriting for product pages
- Relevance: Blogs on various marketing topics such as SEO
- Write Label: radio ad script writing
- Blogs for Relevant Magazine, Bleacher Report, Good Men Project, etc.

Scotts Miracle-Gro

Knoxville, TN

Sales Manager

Mar 2005- Jan 2015

Scotts Miracle-Gro is a multi-billion dollar industry-leading lawn and garden business producing hundreds of CPGs carried by leading retailers around the world.

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

EDUCATION

Charleston Southern University, B.A., Religion

1999 – 2003

CERTIFICATIONS

- Pragmatic Marketing (2016)
- Sports and Theology (2021)
- HubSpot Academy: Inbound Marketing (2022), Digital Marketing (2022), Content Marketing (2022), Email Marketing (2023), Growth Driven Design (2023)
- Udemy: Grant Writing for Nonprofits and Freelance Writers (2025)