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# Eddie Becker

## Writer

(864) 285-6188

eddiebecker712@gmail.com

[Writing Portfolio](#)

[LinkedIn](#)

## SKILLS

I'm a professional writer with over a decade of experience writing for a variety of businesses across different mediums including blogs, web copy, email, social media, marketing campaigns, white papers, and more.

## EXPERIENCE

### **Indeed, Boiling Springs, SC** - *Marketing Specialist*

DEC 2023 - PRESENT

- Conducted over 25 interviews with customers to understand pain points and needs to address
- Developed content plans targeting internal customers
- Created customer journey documents and related content

### **Various Clients, 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
  - Various 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
- 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

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- 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 - MAY 2022

- Wrote a variety of content pieces for different audiences ranging from young athletes to parents
- 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
- Crafted digital marketing strategies

**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 and increased sales annually

## 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)