
Eddie Becker

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[Writing Portfolio](#)

[LinkedIn](#)

SUMMARY

Experienced content writer and sales manager with 20 years in communication, leadership, and content strategy, seeking to drive success in a dynamic organization.

SKILLS

- Content Writing/ Copywriting (including Script Writing & Speech Writing)
- Digital Marketing (Web, Email, Social Media)
- Communications (customer-focused, business partners, and C-suite)
- Writing Tools (Google Suite, Microsoft Office, SEO, WordPress)
- Design Tools (Canva, Figma)
- Leadership (Professional and Volunteer)
- Clifton Strengths Finder Top 5 (Adaptability, Learner, Input, Ideation, Intellection)

EXPERIENCE

Communications and Content Knowledge Specialist, Indeed (JUN 2025-present)

Indeed is the #1 job search platform in the world, matching millions of job seekers with jobs each year.

- 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

Marketing Specialist, Indeed (DEC 2023 - MAR 2025)

- Conducted over 120 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 in Slack to capture segmented data around customer experiences

Freelance Writer (OCT 2014 - DEC 2023)

Strategized and created content for various clients, including:

- Westfall Gold: nonprofit fundraising speech writing, targeting donors
- 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.

Senior Content Specialist, Ironpaper (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 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
- Crafted organic social copy and web copy using SEO and keyword research
- Developed agency content to attract candidates and clients

Content/Marketing Specialist, Upward Sports (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 video scripts for training & marketing materials
- Created character lessons and Bible-based devotions used by over 300,000 coaches and young athletes
- Led associate training on the Story Brand technique for messaging
- Created communications for church partners, parents, and young athletes

Sales Manager, Scotts Miracle-Gro (MAR 2005 - JAN 2015)

Scotts Miracle-Gro is an 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

Bachelor of Arts, Charleston Southern University (Charleston, SC, SEP 1999 - MAY 2003)

Earned a B.A. in Religion with a minor in History

- Served as the campus leader for Campus Crusade for Christ (2001-03)

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)