

Becca Martin

ASSOCIATE, MARKETING

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A strategic content marketer and copywriter with over eight years of experience leading multi-channel content strategies, Becca is devoted to crafting high-converting copy and managing projects from concept to launch while driving measurable results and building authentic brand connections.

Becca is a versatile marketing leader with comprehensive experience in B2B, B2C, and mission-driven brand environments. She guides businesses to become more profitable and impactful through strategic messaging, creative execution, and collaborative leadership that emphasizes clear communication, performance-driven results, and continuous optimization.

EXTENSIVE EXPERIENCE IN:

Website Copy Development
Email Funnel Creation
Sales Page Optimization
Digital Campaign Management
Brand Voice Management
Influencer Marketing

Becca has held marketing and content leadership roles across diverse industries, with experience managing complex campaigns in technology, consumer goods, food and agriculture, and real estate sectors. Her expertise spans funnel strategy, audience segmentation, brand rebranding initiatives, event marketing, and creative campaign development. She brings a strong mix of creative thinking and hands-on execution, collaborating closely with design, marketing, and product teams to develop messaging that builds connection and drives results. She works to unify brand messaging, drive conversions, and set strategic direction for sustainable growth.

She earned her Bachelor of Arts in Public Relations and Journalism from Edinboro University.

KNOWN FOR:

Multi-Channel
Content
Strategy

Project
Management

Brand
Storytelling

Strategic
Messaging

Performance-
Driven Copy

