

molly sughroue



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Denver, Colorado

High-performing content strategist with experience in fit tech. Proven track record of exceeding expectations and bringing positive energy.

SKILLS & EXPERTISE

Technical Skills

- Moz
- Semrush
- MarketMuse
- HTML Basics
- CMS Software (Wordpress, Wix)
- Google Analytics
- Google Search Console
- Facebook Ads Manager
- Google Ads Manager
- Adobe Creative Cloud
 - InDesign
 - Premiere Pro
 - AfterEffects
 - Illustrator

Expertise

- Content Strategy & Syndication
- Copywriting & Editing
- Multimedia Storytelling
(video, graphics, photos, writing)

EDUCATION

Oklahoma State University,
Stillwater OK
Bachelor of Arts,
Strategic Communication
Graduation: Spring 2019

EXPERIENCE

Content Strategist

April 2024 - Present

TrainingPeaks

- Create detailed content briefs and editorial calendars
- Lead end-to-end content production, from ideation and research to writing, editing, and optimization
- Manage content performance tracking, using data-driven insights to continuously refine content strategy
- Develop KPIs and timelines for content campaigns that support overall business goals
- Collaborate with Product and Education teams on content distribution

Content Editor

May 2022 - April 2024

TrainHeroic & TrainingPeaks

- Manage a global network of writers and contributors
- Conduct content audits, competitive analyses, and audience research to identify content gaps and opportunities
- Edit and publish blog articles written by industry experts
- Increased organic clicks to blog by roughly 8% YOY in 2023

Creative Content Manager

April 2021 - May 2022

Effct.org

- Led and supervised interns and Digital Media Specialist in copywriting and graphic design
- Manage multiple projects at once: designed and wrote copy for landing pages, websites, & lead magnets, ran A/B tests, launched paid ad compaigns, and developed content strategies for clients

Editing and Design Assistant

Decemer 2019 - April 2021

GreenPlay, LLC

- Formatted, edited and designed layouts for multiple documents containing 50 - 250 pages to be delivered to clients nationwide
- Created infographics conceptualized from draft content

COLLEGIATE/PROFESSIONAL ATHLETICS

Oklahoma State University Track and Field

August 2014 - May 2019

- Six-time Big 12 Champion and five-time All-American
- Competed at NCAA Championships on eight separate occasions
- Three-time Academic All-American and 12-time Academic All-Big 12

Post Collegiate Running

July 2019 - Present

- Achieved a World Ranking of 59 in the 1500m in 2022
- Collaborate with sports performance brands (Oiselle, Tracksmith, SOS Hydration, Fick PT & Performance) for marketing needs including social media posts, photoshoots, podcasts and blogs

HOBBIES & INTERESTS



Athletics



Photography



Reading



Psychology



Blogging &
Writing