

Molly Sughrue

Content Marketing Strategist

Strategic marketing professional specializing in content, email, and project management. Experienced in fitness tech, startups, and B2B SaaS. Athlete-minded with a collaborative, can-do approach.

SKILLS

PLATFORMS

- Iterable
- Email on Acid
- Asana
- WordPress
- Wix

ANALYTICS

- Semrush
- Moz
- Google Analytics
- Google Search Console
- Sigma Reporting

STRATEGY

- Campaign management
- Journey mapping
- Partnership marketing
- SEO and AEO

CREATIVE

- Copywriting
- Canva
- Adobe InDesign
- Adobe Illustrator

AI

- ChatGPT
- MarketMuse
- Perplexity

EDUCATION

Bachelor of Arts, Strategic Communications

Oklahoma State University,
Stillwater OK

NCAA Division I Track & Field

- Three-time Academic All American
- Six-time Big 12 Champion
- Five-time All American

EXPERIENCE

CONTENT STRATEGIST

Apr. 2024 - Present

TrainingPeaks & TrainHeroic- Louisville, CO

- Lead editorial and newsletter email marketing strategy across a 900K+ subscriber base.
- Grow new email subscribers 10x YoY through strategically placed CTAs.
- Partner with Brand, Growth, and Product teams to ensure the correct content is delivered at each point of the customer journey.
- Optimize legacy content for both Google search and AI discoverability, including ChatGPT and Google AI Overviews.
- Define KPIs and measurement frameworks aligning content performance to business goals.
- Collaborate consistently with design team to create enjoyable user experiences in email and blog content.

CONTENT EDITOR

June 2022 - Apr. 2024

TrainingPeaks & TrainHeroic - Louisville, CO

- Managed a global contributor network of writers, researchers and subject-matter experts.
- Maintained regular blog publishing cadence adhering to AP style.
- Increased organic blog clicks by roughly 8% YoY through targeted SEO strategy.
- Conducted SEO audits, competitive research, and keyword analysis to fill content gaps.
- Simplified complex technical topics written by researchers into accessible, engaging content pieces.

CREATIVE CONTENT MANAGER

Apr. 2021 - June 2022

Effct.org - Denver, CO

- Promoted from Digital Media Associate to lead the team in content creation for nonprofit and political clients.
- Designed and wrote high-converting landing pages, lead magnets, and campaign websites.
- Ran A/B tests, developed messaging frameworks, and launched paid media campaigns across channels.
- Created social content to support issue advocacy and voter turnout, aligned with client missions.

EDITING & DESIGN ASSISTANT

Dec. 2019 - Apr. 2021

BerryDunn (formerly GreenPlay) - Portland, ME

- Edited and formatted client deliverables (50–250 pages), improving clarity and visual presentation.
- Designed infographics and layouts to elevate reports for nationwide municipal clients.