

Molly Sughroue

308-737-7383 

mollyrunsandwrites.com 

Content Strategy • SaaS • B2B Marketing • Startup Experience

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SKILLS

TECHNICAL:

- Semrush
- SEO/AEO
- HTML Basics
- CMS Software (Wordpress, Wix)
- Canva
- Iterable
- Asana
- Google Analytics
- Google Search Console
- Riverside
- Adobe Creative Cloud
 - InDesign
 - Illustrator
- Artificial Intelligence
 - ChatGPT
 - Gemini
 - Claude
 - MarketMuse

EXPERTISE:

- Copywriting (email, landing pages)
- Product Storytelling
- Strategic planning
- Long-form content (blogs, whitepapers, newsletters)

EDUCATION

Bachelor of Arts, Strategic Communications

Oklahoma State University, Stillwater OK

NCAA Division I Track & Field & Cross Country

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

EXPERIENCE

CONTENT STRATEGIST

Apr. 2024 - Present

TrainingPeaks & TrainHeroic - Louisville, CO

- Lead overall strategy, writing, design and execution of weekly newsletters and blogs published across two brands.
- Collaborate continuously with Brand, Growth, Product and Design teams to ensure all content is delivered in the highest quality.
- Define KPIs that move the needle (not just vanity metrics).
- Utilize AI to guide strategy and scale production without taking away the "human" element.
- Identify different angles on how to tell a story through a feature or product for different buyer personas and ideal customer profiles.

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 and SEO best practices.
- Increased organic blog clicks by roughly 8% YoY through targeted SEO strategy.
- Conducted SEO audits, competitive research, and keyword analysis to fill content gaps.
- Increased newsletter subscribers 10x YoY by strategically placing CTAs in highly-trafficked evergreen content

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 social posts.
- Ran A/B tests and launched paid media campaigns across channels.

EDITING & DESIGN ASSISTANT

Dec. 2019 - Apr. 2021

BerryDunn (formerly GreenPlay) - Portland, ME

- Edited and formatted client deliverables (50-250 pages) in Adobe InDesign, improving clarity and visual presentation.

INTERESTS



Track & Field /
Running



Mentorship



Wearable
Technology



Philosophy



Blogging &
Writing