

MOLLY SHARP

Senior Copywriter | Content Manager | Creative Strategist

✉ mollysuzannesharp@gmail.com

📁 Portfolio: mollysharp.journoportfolio.com

📍 Indianapolis, IN (Open to Remote/Hybrid)

PROFESSIONAL SUMMARY

Creative and results-driven copy professional with over a decade of experience leading content strategy and crafting high-impact copy for eCommerce, marketing campaigns, and digital platforms. Proven ability to manage teams, drive storytelling across channels, and optimize content through data and SEO. Adept at balancing brand voice with performance, and experienced in both in-house and agency environments.

CORE COMPETENCIES

- Cross-Channel Content Strategy
 - eCommerce & Product Copywriting
 - SEO Content Development
 - Leadership & Team Management
 - Customer-Centric Messaging
 - Data-Informed Copy Optimization
 - Brand Voice Development
 - CMS & Platform Expertise (Oracle Commerce, CommerceTools, WordPress, etc.)
 - Marketing Campaigns & Social Media Content
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PROFESSIONAL EXPERIENCE

JD Sports / Finish Line, Indianapolis, IN

Manager, Digital Product Copy

June 2022 – Present

- Lead and mentor a growing team of copywriters across three eCommerce platforms.
- Drive product copy strategy, ensuring alignment with brand voice and SEO best practices.
- Oversee creation of customer-focused product descriptions, FAQs, and landing page content.

- Implement data-driven content updates by leveraging return rates, customer reviews, and trend analysis.
- Develop and maintain content process documentation to streamline team workflows.

Senior Digital Copywriter

May 2015 – June 2022

- Managed a team of three copywriters, while continuing to contribute hands-on content.
- Developed SEO-optimized copy blocks and key page content to improve visibility and engagement.
- Collaborated with cross-functional teams to support merchandising, UX, and digital marketing goals.
- Spearheaded large-scale copy refreshes and seasonal initiatives based on market trends and performance metrics.

Digital Content Specialist

March 2012 – May 2015

- Created blogs, social media content, and long-form articles for Finish Line's Run.com and other digital properties.
- Wrote compelling, brand-aligned product descriptions for FinishLine.com.
- Supported organic content strategy across web and social platforms.

Freelance Copywriter – Agency & Direct-to-Client

October 2018 – Present | Remote & Indianapolis, IN

- Collaborate with marketing agencies including **Collective Alternative** and **Lisa Paris Social Group** to execute digital content strategies.
- Write across formats—social posts, blogs, landing pages, email campaigns, PDF guides, and press releases.
- Develop content calendars, conduct hashtag research, and source creative assets.
- Balance tone and objectives for diverse client industries, maintaining a consistent brand presence.

EDUCATION

Indiana University – Bloomington, IN

Bachelor of Arts in Journalism and Mass Communications