

**Molly Sharp**

***Experienced Senior Digital Copywriter and Content Manager***

Cell: 317.903.8907

Email: [mollysharp@zoho.com](mailto:mollysharp@zoho.com)

Portfolio: <https://mollysharp.journoportfolio.com/>

## **EDUCATION**

- **BA**, Indiana University, Journalism and Mass Communications

## **QUALIFICATIONS**

- Extensive writing experience as a reporter, blogger, web content writer, and marketing copywriter
- Demonstrated success in planning and implementing a marketing strategy across multiple channels
- Agency experience
- Proven ability to utilize data and research to drive content strategy
- Management and leadership experience with a growing team of writers
- Extensive experience with the eCommerce platform tool Oracle Commerce
- SEO knowledge and experience
- Demonstrated commitment to optimizing the customer experience
- Proficient in Microsoft Office, as well as a wide range of computer applications and Content Management Systems including WordPress
- Demonstrated reliability and responsibility
- Outstanding ability to multi-task and prioritize tasks in a fast-paced environment
- Top-notch communication and organizational skills

## **EXPERIENCE**

**Senior Digital Copywriter, JD Sports/Finish Line, Indianapolis, IN. May 2015 - present**

- Promoted to Senior Digital Copywriter in May of 2015 at Finish Line after three years in my previous role.
- My current duties include:
  - Managing a team of three copywriters
  - Creating and maintaining the copy team's process documents

- Writing and editing product descriptions for three eCommerce websites
- Crafting and enhancing customer care FAQs
- Writing SEO copy blocks for key web pages using SEO keywords and best practices
- Using returns data in conjunction with customer reviews to enhance product descriptions and drive sales
- Leading product copy strategy and large-scale copy updates throughout the site based on industry trends.

**Freelance Agency Copywriter, Indianapolis, IN and Remote. October 2018 – Present**

I have multiple contracts with various agencies, most recently as a copywriter for Collective Alternative (Indianapolis-based marketing agency) and as a copywriter for Lisa Paris Social Group (Portland-based social media marketing agency)

- My tasks for these agencies include:
  - Planning social media calendars for a wide range of clients
  - Carrying out digital strategy and telling stories across multiple channels, including social posts, blogs, PDF downloads, emails, social media ads, and Press Releases.
  - Curating images for social posts
  - Hashtag research and best practices

**Digital Content Specialist, Finish Line Corporate, Indianapolis, IN. March 2012- May 2015**

- I wrote content for the Finish Line-owned website Run.com, including articles, blogs, social posts, and social ads
- I wrote product descriptions for FinishLine.com

**Freelance Digital Marketing and Search Engine Optimization Content Writer, March 2010-March 2012**

I created content for websites, wrote articles and blogs for article marketing campaigns utilizing SEO best practices, and wrote press releases, while working under strict deadlines and managing myself.

**AmeriCorps Vista Summer Events Specialist, Girls Incorporated of Indianapolis. Summer 2009**

I worked on the planning of one large event, planned and executed three small breakfast events on my own, created invitations and other materials using Publisher,

conducted extensive web research, created web pages, and assisted the entire Development staff with daily administrative tasks.