

# Susan Legacki

Award-winning journalist, content strategist, and storyteller with 15 years of experience in print and online journalism, content marketing, and long-term growth strategy. Experience in CMS, SEO, magazine publishing, script writing, podcasts, B2B and B2C marketing, and long-term editorial planning.

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[Susanglegacki.com](http://Susanglegacki.com)

## EXPERIENCE

### [MURAL](#), Remote — *Editorial Manager*

NOV 2020 - APRIL 2022

Served on the content marketing team of this high-growth SaaS start-up. Played instrumental roles in the company's marketing efforts around the launch of its free version, online community, and dozens of co-branded marketing videos and events on LinkedIn, Forbes.com, and TechCrunch.

### [TrainingPeaks](#), Boulder, Colo. — *Content Director*

NOV 2016 - NOV 2020

Led the overhaul of the company's content strategy, growing blog views by 30% YOY, as well as the creation of the company's successful podcast show, SEO-driven training guides, and lucrative online courses for coaches and athletes.

### **LAVA Magazine**, San Diego, Calif. — *Editorial Director*

JAN 2010 - DEC 2015

Founding editor and director of this award-winning international sports magazine, and negotiated its syndication in three countries.

## EDUCATION

### **University of Southern California** — *M.A. Print Journalism*

AUG 2006 - MAY 2008

Graduated Magna Cum Laude. Upon graduation, I was accepted into the Carnegie and Knight Foundation News21 Fellowship covering the 2008 presidential election for publications including The Huffington Post and Mother Jones.

### **New York University** — *B.S. Communication Studies*

SEP 1998 - MAY 2002

Graduated Magna Cum Laude with a Founder's Award for Academic Excellence. Classes included improv at the Tisch School of the Arts, creative writing, and film history.

## SKILLS

- Copyediting
- Journalism
- SEO
- Leadership
- Script/video writing
- Podcast production/editing
- Content strategy
- Content management
- Marketing strategy
- Project management
- Product copywriting
- B2B and B2C experience
- Certified USA Triathlon Coach
- Certified Balanced Body Pilates Instructor

## AWARDS

**2015 Society of Professional Journalists San Diego Chapter 1st Place in Magazine Writing**

**2008 Carnegie and Knight Foundation News21 Fellowship**

**2008 USC/California Endowment Health Journalism Fellowship**

**2005 Society of Professional Journalists San Diego Chapter 1st place award for "Nondaily Newspaper Writing in Science, Health and Technology"**

## SKILLS

Asana, Jira, WordPress, Webflow, Final Cut Pro, Final Draft 12, Audacity, Sprout, MailChimp, SEMrush



