

# SARA E. ANGLE

Content Strategy + Editorial Leader

[saraeangle@gmail.com](mailto:saraeangle@gmail.com) · [saraangle.com](http://saraangle.com) · [LinkedIn](#) · New York, NY

## PROFESSIONAL SUMMARY

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Strategic content leader with 10+ years of experience building high-performing editorial programs for health and wellness brands. Proven ability to scale content operations, drive organic growth, increase lead generation, and connect with audiences to create measurable business outcomes.

## EXPERIENCE

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### **Senior Editorial Manager, Peloton Interactive** – January 2023 - January 2026

Led the editorial strategy and operations for Peloton's blog, *The Output*, overseeing SEO, performance, and cross-functional content initiatives aligned to business objectives.

- Owned editorial roadmap, calendar, SEO strategy, and site enhancements
- Increased blog traffic +432% YoY (8.3M sessions), including +6,747% growth in non-brand traffic in year one
- Scaled editorial operations 5x by recruiting and onboarding a high-performing team in 60 days
- Implemented new lead generation strategy, driving 26x more leads within six months
- Managed team of three and oversaw production of ~375 SEO-driven articles annually
- Analyzed content performance and translated insights into growth-focused strategy
- Regularly collaborated with social, lifecycle, product, engineering, and integrated marketing teams

### **Editorial Director, HUM Nutrition** – August 2021 - December 2022

Led editorial and SEO strategy for blog and lifecycle content, driving measurable ROI.

- Drove 285% increase in SEO traffic within one year
- Increased first-touch conversion by 15% through ROI-driven content strategy
- Generated 3K incremental leads in six months with new capture strategy, achieving 2.5% checkout CVR
- Owned monthly editorial calendar and performance reporting
- Managed staff writer and freelance contributors
- Oversaw weekly newsletter strategy, increasing open rates 30% YoY
- Developed monthly themes and print materials for subscription box campaigns

### **Head of Content, Parsley Health** – June 2018 - July 2021

Owned content strategy across blog, email, and lead generation initiatives.

- Developed SEO and editorial strategy, influencing 18% of total purchases via blog-driven email and SEO traffic
- Increased organic traffic and lead capture by nearly 250% in six months
- Created 14 e-books and video courses, driving 1–6% CVR to membership
- Built a new narrative-driven email and landing page strategy
- Drove content strategy for new email Welcome Series that doubled CVR to membership
- Managed freelance writers and ensured medical accuracy across all content

### **Freelance Content Strategist, Writer, and Editor** – September 2017 - Present

**Brands:** Elemy Autism Care, Nike, Parsley Health, The Tory Burch Foundation

**Publications:** Outside Magazine, Well + Good, Men's Journal, mindbodygreen, Healthline, and more

### **Early Career: SELF + SHAPE Magazines** – 2012 - 2017

Progressed from Editorial Assistant to Fitness Editor; pitched, wrote, assigned, and edited print and digital content.

## EDUCATION

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### **Villanova University**

Bachelor of Arts in Communication, Magna Cum Laude

*Concentration in Journalism*

## CERTIFICATIONS

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**American Council on Exercise (ACE) Certified Personal Trainer** — January 2017 – Present