

Molly Cochran

Marketing Specialist · Social strategy · Content and video

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Profile

Marketing Specialist at **HCI Sports & Fitness**. I run social strategy, report analytics to leadership, and direct video campaigns from concept to paid ads. Former Division I softball player, **NFCA Academic All-American**, and current **MBA student at Texas A&M**.

Experience

Marketing Specialist Aug 2026 – Present
[HCI Sports & Fitness](#) · [Lake Travis, TX](#) · [Full-time](#)

Brand film

Built for Athletes. Made for Families.

Wrote the concept and family-reveal storyline with our videographer, cast a local Lake Travis family, ran a multi-day shoot across training, studio and court scenes, and launched it as paid media on YouTube, YouTube TV and Meta.

- **Grew Facebook and Instagram interactions 115%** (3,733 to 8,024) and comments 92% in my first 81 days versus the 81 days before; Reels went from 6 to 13. Figures include boosted posts.
- **Built HCI's social strategy** from an audit: content pillars (education, community, entertainment, promotional, sports), a weekly posting cadence and monthly calendars balanced across departments.
- **Report to leadership** with 30- and 90-day reviews, paid vs. organic analysis and benchmarks; building a multi-year Instagram and Facebook dashboard.
- **Launched recurring series:** Instructor Takeover, "Movement Looks Different Here," POV: A Day at HCI and a monthly member feature, with an approval workflow for every member story.
- **Run campaigns for revenue programs:** fall youth sports, Homeschool PE, InBody, winter sports registration, Friendsgiving referral offer, Oktoberfest and Fall Festival.
- **Set up content operations:** video production standards, a shared UGC pipeline from instructors and members, and shoot scheduling across Membership, Kid Care, AIM, Studio and Events.

Social Media Lead Summers 2025 & 2026
[Lone Star State Collegiate Softball League](#) · [Georgetown, TX](#) · [Seasonal](#)

- **Named 2025 Content Creator of the Year** and promoted from content intern to Social Media Lead.
- Created social posts, video, graphics and email campaigns with the content and design teams; pitched ideas in client meetings.

Softball Coach 2021 – Present
[Texas Hit Lab](#) · [Leander, TX](#) · [Part-time](#)

- Design individual training plans, run tryouts, camps and workshops, and mentor athletes through college recruiting.

+115%

FB + IG
interactions, first
81 days at HCI

3.8

GPA, BBA finished
in 3 years

Education

Master of Business Administration
Texas A&M University, Mays
Business School
Flex MBA (online) · Fall 2026 – Present

BBA, Marketing
Tarleton State University
Graduated May 2026 · 3.8 GPA

Skills

Marketing

Social strategy · Content calendars ·
Paid and organic social · Analytics
and KPIs · Creative direction · Video
production · Copywriting · UGC
programs · Event marketing ·
Campaign planning

Platforms

Instagram · Facebook · TikTok · Meta
Ads · YouTube · Google Drive

Honors

- LSSCL Content Creator of the Year, 2025
- Division I softball, Tarleton State
- NFCA Academic All-American
- Presidential Scholarship
- President's List (2×)
- Dean's List (4×)
- Student-Athlete Advisory Committee