

# TREVOR THIEME

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## PRINT & DIGITAL EDITOR

More than 17 years of experience in print, digital, and broadcast journalism at some of the world's largest media and consumer brands, including *Popular Science*, *Men's Health*, *National Public Radio*, and *Beachbody*. Accomplished writer with more than 200 published articles ranging in topic from food and travel to health and fitness. Trained media representative, appearing on live radio and television broadcasts to expand brand recognition and discuss current events. Recognized leader in fitness and nutrition, working with individuals and international brands to promote health and change lives.

## PROFESSIONAL EXPERIENCE

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### BEACHBODY, LLC

Santa Monica, CA

*Fitness and Nutrition Content Manager* (September 2015 – Present)

- Key member of the Fitness and Nutrition Experts team, working directly with the CEO, VP of development, and executive directors of fitness and nutrition to continually innovate and expand the products, services, and reach of this billion-dollar fitness brand. Oversee approval of all fitness and nutrition content, working across channels and departments to ensure accuracy, quality, relevance, and a strong, consistent voice that engages consumers, attracts new customers, and inspires brand loyalty. Assign, edit, and write articles for the “Beachbody Blog,” working closely with freelancers and in-house contributors to boost engagement on the company's primary service website, which draws more than one million unique visitors a month. Regularly partner with marketing, product development, web, social media, and video production teams to create articles and streaming media that promote existing products and generate excitement for new launches. Interact directly with consumers, answering fitness questions and specific product queries on Beachbody's message boards.

### MEN'S HEALTH

Emmaus, PA

*Senior Editor – Magazine* (March 2014 – September 2015)

*Fitness Editor – Website and Magazine* (July 2010 – March 2014)

*Senior Associate Editor – Website* (September 2009 – July 2010)

- Editorial Responsibilities: Assign and edit health, fitness, nutrition, and celebrity content, including front-of-book news articles, departments, and features (more than 16 pages a month). Generate exclusive digital content—from animated infographics to follow-along workout videos—for the iPad edition. Help create branded mobile apps for smartphones and tablets. Supervise the production of special interest publications. Manage one associate editor.
- Writing Credits: Features include “Breathe,” about how to boost energy, strength, and cognition by learning a powerful new way to respire; “Only the Fit Survive,” a no-holds-barred adventure into the ancient world of Turkish oil wrestling; “Reel Food for Real Men,” about deep-sea fishing (and backyard grilling) with celebrity chef Laurent Tourondel; and “The Great Ungroomed,” an adrenaline-filled descent into the birthplace of heli-skiing.

### BEST LIFE

Emmaus, PA

*Senior Associate Editor* (March 2007 – March 2009)

*Associate Editor* (November 2004 – March 2007)

- Editorial Responsibilities: Edited *The Best Advice*, a front-of-book question-and-answer section consistently rated “most popular” by readers. Edited features on health, fitness, travel, and nutrition. Oversaw front-of-book health, fitness, career, and nutrition pages, and edited associated columnists. Recruited and managed a team of 22 professional advisors in fields ranging from nutrition to career planning. Coordinated display copy for the entire magazine. Oversaw the publication of *Best Life's* first book, “Flat-Belly Summer” (Rodale, June 2008).
- Writing Credits: Contributed regularly to all sections of the magazine. Features included “It Tastes Better If It's Still Squirming,” a mouthwatering adventure through Asia's culinary hot zones with three-star Michelin chef Jean-Georges Vongerichten; “America's Best Body Shops,” an award-nominated review of the nation's top health centers for men; and “Out Race Heart Disease,” an investigative look at bleeding edge treatments in cardiovascular medicine.

- **Television & Radio Credits:** Extensive media training through Mary Mayotte + Associates, a Manhattan-based communications consulting firm. Appeared regularly on ABC Eyewitness News, CW11 Morning News, Good Day New York, and nationally syndicated radio programs to discuss topics ranging from corporate surveillance to how to decode a sushi menu.

NATIONAL PUBLIC RADIO, SCIENCE FRIDAY

New York, NY

*Guest Producer* (November 2003 – February 2004)

- Filled in for producers on assignment, reporting directly to host, Ira Flatow. Developed program ideas, booked guests, wrote promotional materials, and produced this live science talk show on NPR's Talk of the Nation programming. Topics ranged from the use of undetectable steroids in sports to new strategies for diverting the next "global killer" asteroid.

POPULAR SCIENCE

New York, NY

*Assistant Editor* (December 2001 – November 2003)

- **Editorial Responsibilities:** Edited *Popular Science Adventure*, a section that took readers to the intersection of advanced technology and high adventure through first-person narratives and investigative profiles. Developed lineups, assigned stories, recruited writers, and edited copy. Also created and oversaw the magazine's first fact-checking department.
- **Writing Credits:** Regularly reported *Popular Science Adventure* stories from the field, piloting deep ocean submersibles, training with wildland firefighters, learning to skeleton with the U.S. Olympic team, and taking a twin-prop weather plane into a 40,000-foot thunderhead to fight a history-making hailstorm. Also contributed features, including "Building a Better Pest," an investigative look at how scientists plan to use genetically engineered insects to control agricultural pests and protect our nation's most important crops.

FREELANCE WRITING

New York, NY

(December 2000 – September 2009)

- Wrote features, reviews, and front-of-book articles for *Men's Health*, *Maxim*, *Best Life*, *Golf*, *Audubon*, *Popular Science*, *Discover*, *CBSHealthwatch.com*, *EmergingMed.com*, and *HealthScout.com*.

## EDUCATION

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NEW YORK UNIVERSITY

New York, NY

*Master of Arts in Journalism* (December 2000)

*Certificate in Science and Environmental Reporting*

- Received Graduate School of Arts and Science scholarship. Wrote articles for the *Washington Square News*, the university newspaper.

DAVIDSON COLLEGE

Davidson, NC

*Bachelor of Science in Biology* (May 1997)

- Ran varsity cross-country and track, was a photographer for *The Davidsonian*, the college newspaper, and was a member of the Sigma Phi Epsilon fraternity.

SCHOOL FOR INTERNATIONAL TRAINING

Botswana, Africa

*Junior Semester Abroad* (Fall 1995)

- Studied conservation, ecology, and the language and culture of Botswana. Co-authored an environmental impact assessment of a remote village in the Okavango Delta.

## CERTIFICATIONS

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NATIONAL STRENGTH AND CONDITIONING ASSOCIATION

Colorado Springs, CO

*Certified Strength and Conditioning Specialist* (May 2009 - Present)

## SOFTWARE PROFICIENCY

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- Adobe InDesign and InCopy, Microsoft Word and Excel, K4 Cross-Media Publishing Platform, and several content management systems, including Wordpress, Vignette, and Drupal.

## PORTFOLIO

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- Writing samples and television appearances can be viewed at [trevorthieme.com](http://trevorthieme.com).