

# - TREVOR THIEME -

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## EXECUTIVE DIRECTOR & EDITOR

Content Creator & Strategist | Editorial Innovator | Award-Nominated Writer

Accomplished editorial leader and content director with more than 15 years of experience at some of the world's most iconic brands, including *Men's Health* and Beachbody. Proven track record of uncovering stories that others miss and generating copy that shapes the conversation. Established ability to conceive, assign, and edit high-impact articles across print, digital, and broadcast platforms while managing diverse content teams and collaborating with cross-functional stakeholders. Deep expertise in health, fitness, and science journalism with a talent for growing readerships and accelerating business growth. Award-nominated writer and editor known for transforming complex topics into accessible, engaging narratives.

## PROFESSIONAL EXPERIENCE

### Fractional Editor and Consultant, Los Angeles, CA

3/2024 - Present

- **Hearst Magazines** – Regularly contribute health and fitness articles to the print and online editions of *Men's Health*, the world's largest men's lifestyle brand.
- **ATU Mobile** – Create content and provide creative strategy for celebrity trainer Steve Zim's mobile app, which elevates the exercise experience with exclusive, cutting-edge workouts and expert nutrition advice.
- **Precision Nutrition** – Generate targeted content for this acclaimed nutrition certification organization.
- **Iron Man Magazine** – Contributing editor and consultant at this bodybuilding-focused brand, the longest-running fitness publication in the United States.

### The Beachbody Company, LLC, El Segundo, CA - Executive Director, Nutrition and Fitness Content

9/2015 - 3/2024

- Managed an international team of registered dietitians and culinary specialists, helping to guide and innovate the eating plans and nutrition offerings of this billion-dollar health and fitness company in all global markets and languages, including English, Spanish, and French.
- Played a key role in the positioning and marketing of industry-leading nutrition products.
- Worked with the fitness team to conceive and promote streaming workout programs for all experience levels.
- Built and maintained winning relationships with food vendors for test groups prior to new program launches.
- Oversaw the review and approval of all blog articles, social media posts, and written online resources.
- Hosted a monthly live webcast, *Mission Nutrition*, to educate customers and partners on current trends and topics, helping them navigate the wellness landscape more effectively and reach their goals faster.

### Men's Health, Emmaus, PA - Senior Editor

9/2009 - 9/2015

- Assigned and edited health, fitness, nutrition, and celebrity content, including news articles, departments, and features (more than 16 pages a month) at this celebrated lifestyle brand with 35 international editions.
- Generated exclusive content—from animated infographics to streaming workout videos—for the iPad edition.
- Helped create branded mobile apps for smartphones and tablets.
- Bylined articles include “*Breathe*,” a feature 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 wild world of heli-skiing.

## EDUCATION

### Master of Arts in Journalism, New York University, New York, NY

- Certificate in science and environmental reporting.

### Bachelor of Science in Biology, Davidson College, Davidson, NC

## ADDITIONAL SKILLS & CERTIFICATIONS

**Software:** Contently, WordPress, Sprout Social, Slack, Microsoft Office Suite (Word, Excel, Outlook, Teams).

**Business:** Team building, strategic planning and problem solving, product innovation and marketing, leadership development, outside vendor collaboration, budget planning and optimization.

**Fitness:** National Strength and Conditioning Association (NSCA) Certified Strength and Conditioning Specialist (CSCS).

**Freelance:** Bylined stories have appeared in multiple print and online publications in addition to those mentioned above, including *Vice*, *Popular Science*, *Discover*, *Maxim*, *Esquire*, and *Runner's World*. Writing samples are available at [trevorthieme.com](http://trevorthieme.com).