

# - TREVOR THIEME -

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## EXECUTIVE DIRECTOR & EDITOR

Industry-Leading Content | Diverse Media Expertise | Award-Nominated Results

Accomplished editorial leader and content director with more than 20 years of experience at some of the world's most iconic brands, including *Men's Health*, *Popular Science*, and *BODi*. Established ability to conceive, assign, and edit high-impact stories across print, digital, and social platforms while managing elite content teams and collaborating with cross-functional stakeholders. Deep expertise in health, fitness, and science journalism with a talent for increasing readerships and accelerating business growth. Acclaimed writer and editor known for transforming complex topics into engaging narratives.

**Core Competencies:** Content Strategy | Editorial Leadership | Digital Publishing | Brand Voice Development  
Audience Growth | Cross-Functional Leadership | Revenue Optimization | SEO Optimization | Omnichannel Content

## PROFESSIONAL EXPERIENCE

**Fractional Editor, Writer, and Consultant**, Los Angeles, CA 3/2024 - Present  
Results-driven content creator and strategist providing editorial guidance and support to top health and media brands.

- **Hearst Magazines** - Regularly contribute health and fitness articles to the print, web, and Apple News+ editions of *Men's Health*. Apple News+ stories frequently drive more than 500,000 engaged minutes (500% above benchmark).
- **ATU Mobile** - Create content and provide creative strategy for celebrity trainer Steve Zim's mobile app, elevating subscribers' exercise experience with exclusive, cutting-edge workouts and expert nutrition advice.
- **Precision Nutrition** - Generate educational 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 (BODi)**, El Segundo, CA - *Executive Director, Nutrition and Fitness Content* 9/2015 - 3/2024  
Executive leader responsible for nutrition and fitness content at a global health and wellness company generating more than \$415M in annual revenue.

- Led an international team of six registered dietitians and culinary specialists overseeing nutrition program development and brand alignment in five global markets and three languages (English, Spanish, and French).
- Contributed to marketing and branding of nutrition supplement portfolio worth \$185M+ in annual revenue.
- Partnered cross-functionally with fitness, product, and marketing teams to support streaming workout launches and drive digital subscription retention above 97%.
- Oversaw editorial governance of news, web, and social channels to ensure brand consistency, compliance, voice, and performance optimization.
- Negotiated strategic partnerships with four national meal delivery companies to support 10 fitness program launches.
- Co-hosted a monthly live webcast, educating up to 20,000 customers and affiliate partners per episode on current trends to help them navigate the wellness landscape more effectively and reach their goals faster.

**Men's Health**, Emmaus, PA - *Senior Editor* 9/2009 - 9/2015  
Senior editorial leader at the world's largest men's magazine brand, reaching 24 million readers globally with 25 print editions in 35 countries.

- Assigned and edited health, fitness, nutrition, and celebrity content across all sections of the magazine (news, departments, features), totaling more than 16 pages a month.
- Expanded digital and social reach through exclusive multimedia content, contributing to a global online audience of more than 21 million.
- Developed branded mobile apps and digital extensions to support audience growth and platform diversification.
- Collaborated with advertising and marketing teams on integrated editorial initiatives and brand partnerships, boosting revenue, business growth, and brand recognition.
- 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.

**Best Life**, Emmaus, PA - *Senior Associate Editor*

11/2004 - 3/2009

Front-of-book editor focusing on health, fitness, nutrition, and celebrity coverage at one of the nation's fastest-growing lifestyle magazines (circulation 500,000+).

- Oversaw the publication of *Best Life's* first book, "Flat Belly Summer" (Rodale, June 2008).
- Recruited and managed a 22-member advisory board of subject matter experts.
- Represented the brand on air with regular appearances on local and national television and radio broadcasts.
- Contributed regularly to all sections of the magazine. Features included "[It Tastes Better If It's Still Squirring](#)," a mouthwatering adventure through Asia's culinary hot zones with three-star Michelin chef Jean-Georges Vongerichten; and "[America's Best Body Shops](#)," an award-nominated review of the nation's top health centers for men.

**National Public Radio, Science Friday**, New York, NY - *Producer*

11/2003 - 2/2004

Guest producer at this live science talk show on NPR's Talk of the Nation programming, reaching more than 1.8 million listeners per week.

- Developed program ideas, booked guests, and wrote promotional materials, reporting directly to host Ira Flatow.
- Episodes ranged in topic 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*

12/2001 - 11/2003

Edited "*Popular Science Adventure*," a front-of-book department that took readers to the intersection of high adventure and advanced technology through first-person narratives and investigative profiles.

- Regularly reported "*Popular Science Adventure*" articles from the field, piloting deep ocean submersibles, training with wildland firefighters, learning to skeleton with the United States Olympic team, and taking a twin-engine weather plane into a 40,000-foot thunderhead to fight a history-making hailstorm.
- Contributed several features, including "[Building a Better Pest](#)," an investigative look into how scientists plan to use genetically engineered insects to control agricultural pests and protect our nation's most important crops.
- Created and oversaw the magazine's first fact-checking department.

## 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

## SKILLS & CERTIFICATIONS

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

**Certifications:** National Strength and Conditioning Association 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](#), [Discover](#), [Maxim](#), [Esquire](#), and [Runner's World](#). Writing samples are available at [trevorthieme.com](http://trevorthieme.com).