

TREVOR THIEME, CSCS

Los Angeles, CA | (484) 547-2317 | trevor.thieme@gmail.com | trevorthieme.com | [linkedin.com/in/trevorthieme](https://www.linkedin.com/in/trevorthieme)

EXECUTIVE DIRECTOR

Strategic Thinker | Expert Communicator | Strong Collaborator | Leadership Excellence

An accomplished fitness professional (NSCA CSCS) and performance nutrition specialist with a deep background in journalism. Extensive experience in print, digital, and broadcast media as an editor, content creator, and subject matter expert for such brands as *Men's Health*, *Runner's World*, *Popular Science*, *Discover*, *Vice*, *Esquire*, and National Public Radio. Most recently applied these skillsets as an executive director at BODi (formerly Beachbody), helping to keep this industry-leading company at the bleeding edge of health and wellness. Passionately committed to helping people live more fully, intentionally, and healthfully by reporting from the frontlines of science, technology, and modern culture and by guiding them directly through personalized tips and advice.

KEY SKILLS

Team Development | Planning and Strategy Execution | Consumer Product Development | Content Creation

PROFESSIONAL EXPERIENCE

The Beachbody Company (BODi), El Segundo, CA **September 2015 - Present**

Executive Director, Nutrition and Fitness Content | March 2022 - Present

Director, Fitness and Nutrition Content | March 2019 - March 2022

Senior Manager, Fitness and Nutrition Content | March 2017 - March 2019

Manager, Fitness and Nutrition Content | September 2015 - March 2017

Manage an international team of registered dietitians and culinary specialists, helping to guide and innovate the eating plans and nutrition offerings of this billion-dollar company in all global markets and languages, including English, Spanish, and French.

- In addition, oversee the expert review and approval of blog articles, social media posts, and online resources, and consult on the development and marketing of nutritional products.
- Write website metadata ranging from program overviews to workout descriptions.
- Manage relationships with outside food vendors for test groups prior to new program launches.
- Host a monthly live webcast, Mission Nutrition, to educate BODi customers and partners on current trends and topics, helping them navigate the wellness landscape more effectively and reach their goals faster.

Freelance Writer and Editor, Los Angeles, CA **December 2000 - Present**

Report, write, and edit everything from news articles to features for print and online media outlets, including [Men's Health](#), [Discover](#), [Vice](#), [Popular Science](#), [Maxim](#), [Esquire](#), and [Runner's World](#).

- Created content for Precision Nutrition, a leading nutrition certification program.
- Was a contributing editor at *Iron Man*, the longest-running fitness magazine in the United States.

Men's Health, Emmaus, PA **September 2009 – September 2015**

Senior Editor (Magazine) | March 2014 - September 2015

Fitness Editor (Website and Magazine) | July 2010 - March 2014

Senior Associate Editor (Website) | September 2009 - July 2010

Assigned and edited health, fitness, nutrition, and celebrity content, including news articles, departments, and features (more than 16 pages a month), for the world's largest men's lifestyle magazine.

- Generated exclusive content—from animated infographics to follow-along workout videos—for the iPad edition.
- Helped create branded mobile apps for smartphones and tablets.
- Supervised the production of special interest publications.
- Writing credits 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 **2004 - 2009**

Senior Associate Editor | March 2007 - March 2009

Associate Editor | November 2004 - March 2007

Edited features on health, fitness, travel, and nutrition and oversaw front-of-book health, fitness, career, and nutrition pages and associated columnists.

- Edited "The Best Advice," a front-of-book question and answer section rated "most popular" by readers.
- Oversaw the publication of *Best Life's* first book, "Flat Belly Summer" (Rodale, June 2008).

- Recruited and managed a team of 22 professional advisors in fields ranging from nutrition to career planning.
- 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; “America’s Best Body Shops,” an award-nominated review of the nation’s top health centers for men; and “Outrace Heart Disease,” an investigative look at bleeding-edge treatments in cardiovascular care.
- 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

November 2003 - February 2004

Guest Producer

Filled in for producers on assignment or leave, 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

December 2001 - November 2003

Assistant Editor

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.
- 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-engine weather plane into a 40,000-foot thunderhead to fight a history-making hailstorm.
- Contributed 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

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).

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

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.

Junior Semester Abroad, School for International Training, Botswana, Africa

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

Certified Strength and Conditioning Specialist (CSCS)

May 2009 - Present

National Strength and Conditioning Association, Colorado Springs, CO

SOFTWARE PROFICIENCY

Contently | Sprout Social | Slack | Microsoft Word, Excel, Outlook, and Teams.

PORTFOLIO

Writing samples and television appearances can be viewed at trevorthieme.com in addition to the above hyperlinks.