

ANNIE COOPER

Podcast Host | Fitness Content Creator | Health Advocate

SUMMARY

A communications professional and health advocate with over 5 years of experience leveraging expertise in marketing, podcasting, and content development to drive the success of businesses and podcasts in the fitness industry. Known as a natural leader with an exceptional ability to develop relevant content that resonates with diverse audiences. Excited to apply a comprehensive skillset in podcast content creation, audio and sound management, and creativity, to support an organization dedicated to producing unique educational and entertaining health and fitness content.

EXPERIENCE

Fitness Show Host & Live Fitness Trainer Oxygen Magazine

01/2020 - Present

- Host a monthly video segment, *Annie's Advice*, published to an audience of over 15M users, that addresses fitness and nutrition related questions.
- Collaborate with production staff to understand the director's artistic vision throughout editing process.
- Write and edit fitness content for publication and/or broadcast on social media channels and lead live video workouts.
- Direct live broadcasts, films, and audio recordings and non-broadcast programming for public entertainment and educational purposes.

Podcast Host Annie Tunes In Podcast

01/2018 - Present

- Launched a successful podcast, *Annie Tunes In*, that motivates listeners to live healthy and active lifestyles to achieve their overarching life goals.
- Serve as the lead host of the show using industry standard communication and storytelling methods to connect with diverse audiences.
- Interview highly successful individuals who offer exclusive insights and advice on the topics of entrepreneurship, athletic training, healthy living, mental health, and relationship building.
- Plan, schedule, and manage all podcast sessions while maintaining brand consistency and guaranteeing high quality deliverables.
- Edit recorded audio files to format content, intros, and outros into engaging and professional podcast episodes.

Business Owner Tuneintofitness | Fitcessory

01/2013 - Present

- Lead all business operations and marketing strategies by maintaining quality standards and using fitness trends to produce daily content, resulting in over 200k followers on social media channels.
- Oversee all business brand standards to ensure a consistent and effective voice is used throughout all marketing materials.
- Wrote an intensive 5k training book that guides athletes through proper nutrition, form, and mental mindsets in preparation of 5k events.

Fitness Spokesmodel Nordic Track

01/2018 - 02/2018

- Demonstrated expertise in creativity, leadership, and communication to produce relevant content for fitness equipment marketing materials.

Personal Trainer Elite Fitness

03/2015 - 10/2017

- Managed social media channels to deliver continuous fitness education content to trainers, clients, and external audiences.

FAU Track & Cross Country Athlete Florida Atlantic University

08/2013 - 12/2016

- Developed content to support the Division I Track team's social media channels and website by professionally interviewing athletes and reviewing athlete stats to produce engaging collegiate sports news content.



CONTACT

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[LinkedIn](#)

tuneintofitness.com

fitcessory.com

SKILLS

Audio & Media Production
Content Development
Content Management
Audio Board Operation
Adobe Creative Cloud
Content Editing & Proofing
Social Media Management
Marketing Management
Public Speaking
Script Development
Communication
Leadership
Collaboration
Quality Control
Project Management
Time Management
Prioritization
Multitasking

EDUCATION

Bachelor of Arts, Communication
Minor, Broadcasting
Florida Atlantic University
Boca Raton, FL

CERTIFICATIONS

RRCA Certification

CFSC Certification

NASM Trainer

Certified Nutrition Coach | NESTA

Certified Functional Trainer | ASFA