

# THEA

# HUGHES

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# A COLLABORATION BETWEEN BRANDS & BODIES



With a deep understanding of brand building, strategy and fitness, Thea helps brands and wellness workout better together.

# MOVEMENT DIRECTOR & WELLNESS CONSULTANT



**MAX EFFORT STUDIO**, run by Thea Hughes, is a creative wellness studio that provides **wellness consulting**, **movement direction**, **coaching** and a physical **strength studio** — arming brands, agencies, executives and creatives with personalized strategies, programs and execution for impactful brand authenticity.

# BRANDS

A background in advertising and brand building, a multidimensional perspective as a coach, and director of Max Effort, Thea tells unique product, human, and athlete stories through the female lens.

Intimately understanding the nuances of brand briefs, agency requirements and project pipelines, paired with a steady pulse on grassroots movements, trends, and thought leaders. Thea fosters authentic community and connections for soulful takeaways and strong brand resonance.

# BODIES

A focus on movement and health empowerment, Thea has built a career as both a brand and body builder. Thea specializes in movement direction — as a Nike Trainer, functional strength coach, nutritionist, and former dancer.

Thea's approach is hands-on and personal, seamlessly connecting storytelling with consumer behavior/needs to help brands and bodies authentically feel their most confident.

1

## MOVEMENT DIRECTION & ROLODEX

**Movement Director / Fit Tech** photo/video/casting as a coach, former choreographer and dancer, cueing form and technique for fitness-based modalities (strength, pilates, yoga, running, trail running, lifestyle, & kids).

**Access to Premier Practitioners** across modalities worldwide (strength, run, pilates, mindfulness, therapy, stretch, sound, etc.).

**Access to High Caliber Creative Collaborators** across photo, video, illustration, graphic design, typography and fabrication.

**Nike Trainer and Founder of Max Effort Training** holistic coaching of private clients online, virtually, and 1 of 4 Nike Trainers for NY.

2

## BRAND MARKETING & CREATIVE STRATEGY

**Marketing Consultant** to support development of authentic storytelling featuring impactful voices in beautifully-designed ways.

**Wellness Consultant** ensure any product, experience or brand development is authentic and resonates with a desired audience.

**Creative Direction** for photo/video content creation from concept to sourcing photographer and director talent.

**Strategy Development** for launches, one-off activations, content or asset rollout. Product seeding to maximize ROI, awareness and brand building runway.

3

## COMMUNITY BUILDING & EXPERIENCES

**Concept, Produce and Oversee Experiences** to amplify brand messaging and awareness, or execute a brand brief and KPIs.

**Collaboration and Brand Partnership** harnesses category and consumer insights for efficacy that feels authentic to the brand DNA.

**Connector** pairing people, brands, ideas and spaces. Bridging the gap between agencies, start-up brands, and the community.

**Filling a Room** guest list dev that dances a line between influence, authenticity and a memorable experience that builds brand affinity.

4

## CORPORATE WELLNESS

**In-Office Wellness** providing fitness, nutrition, mindfulness, partnership dev and team-building to expand all teams creative capacity.

**Optimize 'Well' Benefits** currently provided to employees as well as developing new always-on initiatives and fitness tools.

**Wellness Programming** to concept, produce, host, or facilitate programming for team off-sites, leadership summits and press trips, across fitness, nutrition, mindfulness, and movement in nature.

# MOVEMENT DIRECTION



## MODALITIES of EXPERTISE

Dance, Strength Training, Calisthenics, Running (Trail, Track, Road), Conditioning, HIIT, Boxing, Stretch, Mobility, Pilates.

## RECENT PROJECTS

Nike, Target, Amazon, Sakara

## CLIENTS &amp; PARTNERS

AWAY



∞ Meta

THE  
NORTH  
FACE

AG1®

ONLY WHAT YOU NEED  
OWYN™

TONAL

REIGNING  
CHAMP

ATHLETA

CONVERSE

HIGHSNOBIETY

COLE HAAN

new balance

RCA

SONY

VICTORY

GOAT

OLEHENRIKSEN®

## TRAINING CLIENTS

Mary Beth Barone  
Hunter Harris  
Mecca James Williams  
Madison Utendhal  
Danie Sierre  
Tahirah Hairston  
Louise Ulukaya

Angelo Baque  
Naomi Otsu  
Gia Seo  
Sofie Pavitt  
Sophia Chang  
Shanika Hillocks  
Christelle de Castro

Amrit  
MICK  
Elise Peterson  
Kirsy Lovett  
Stretch Armstrong  
Cassandra Mayela  
Shiona Turini

## ARTIST COLLABORATIONS

Barbara Krueger	Jason Polan
Cheryl Dunn	Jean Jullien
A\$AP Ferg	Daniel Arnold
Common	Kimou Meyer (Grotesk)
J Cole	Chino
Vince Staples	Smart Crew

***On falling in love with  
movement and wellness –***

*Generally, we have this feeling that life happens to us but ... we are so much more in control of our bodies and how we feel than we think. Fitness teaches us to come back to ourselves. Understanding your body and feeling strong within it ... gives you a profound sense of assurance and confidence.*

**hypebae**

**hypebae**

STORE



Thea Hughes

**SPORTS**

## THEA HUGHES ON CREATING WARM, WELCOMING SPACES FOR WOMEN IN WELLNESS

The Nike Well Collective strength coach, wellness consultant and movement director has built a thriving community for women in NYC, focused on fitness, female empowerment and connection.

*Eight exercises to help you move infinitely better, from coach and Creative Marketing Director, Thea Hughes.*

COVETEUR

*Thea Hughes featured in expert-approved gear for road warriors struggling to stay fit, healthy and well-rested.*

THE WALL STREET JOURNAL.

*The founder of one of NYC's coolest fitness programs has an equally cool home. She was inspired to start something that combined her two passions—fitness, and fostering a community of like-minded, badass women. Thea cultivates a supportive and motivating environment grounded in creativity and drive.*

domino

*"I started working with Thea Hughes, a fitness instructor who guided me into a practice of strength training and mobility."*

*- Zenat Begum*

The New York Times

*Why Tempo is the missing ingredient in your strength training workout featuring Thea Hughes, a BK-based strength training coach and Nike Trainer.*

well+good

*A Functional Strength Coach and Creative Marketing Consultant in NYC that connects fitness aficionados and everyday movers with fresh, innovative ideas.*

chillhouse

# WHY HIRE A WELLNESS CONSULTANT?

Wellness is not a trend — it's woven into our cultural tapestry. It's a baseline cost of entry for any category.

\$6.3T

The value of the wellness economy in 2023, up 23% since 2019.

\$9B

The amount wellness spending will reach in 2028, valued higher than sports and pharmacy combined.

+200%

Wellness real estate's growth since 2019, fueling health-focused developments like Canyon Ranch, The Well, Palm Heights & Surrene.

# MOVEMENT DIRECTION

*Past Movement Direction Projects Include:*

*Nike Global Campaigns (SS'26, SS'25, FA'25) across fitness, lifestyle, running - trail and track - ACG, and kids.*

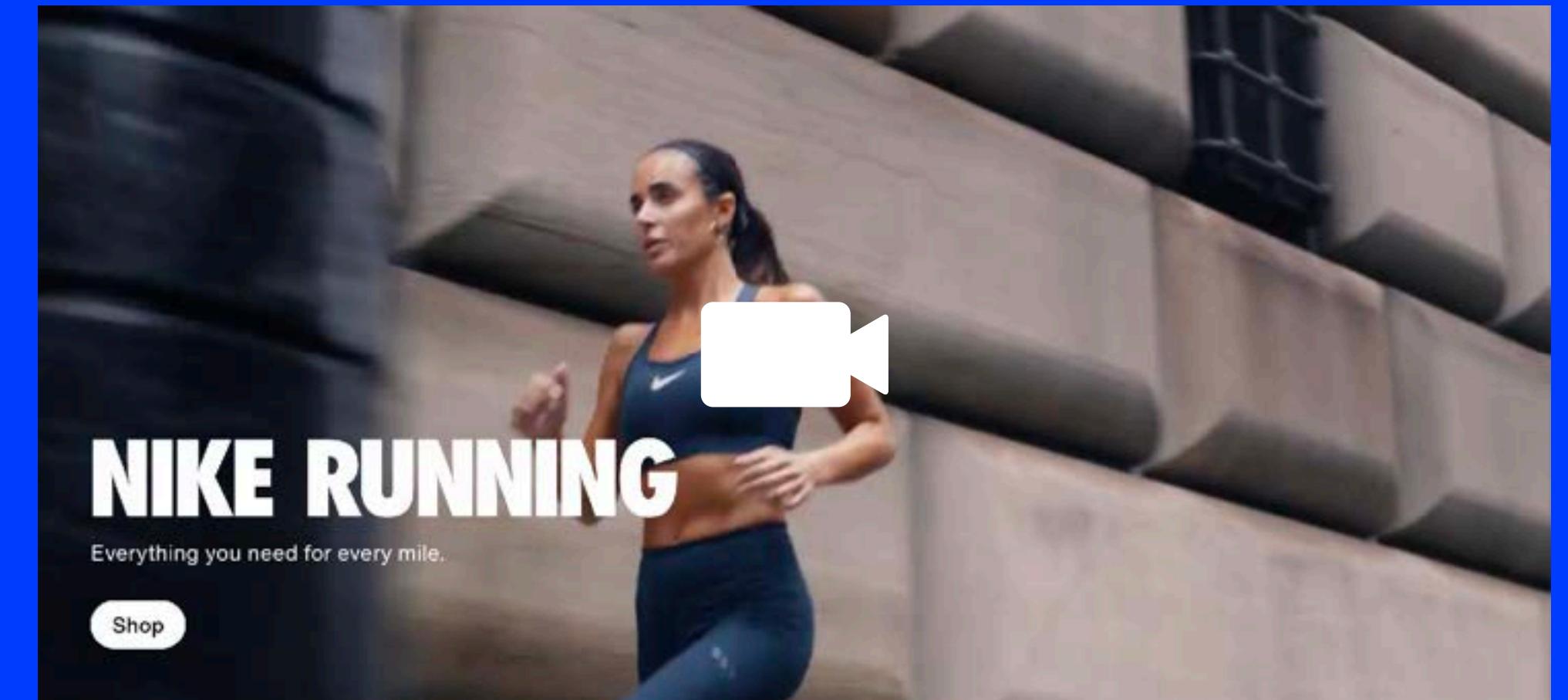
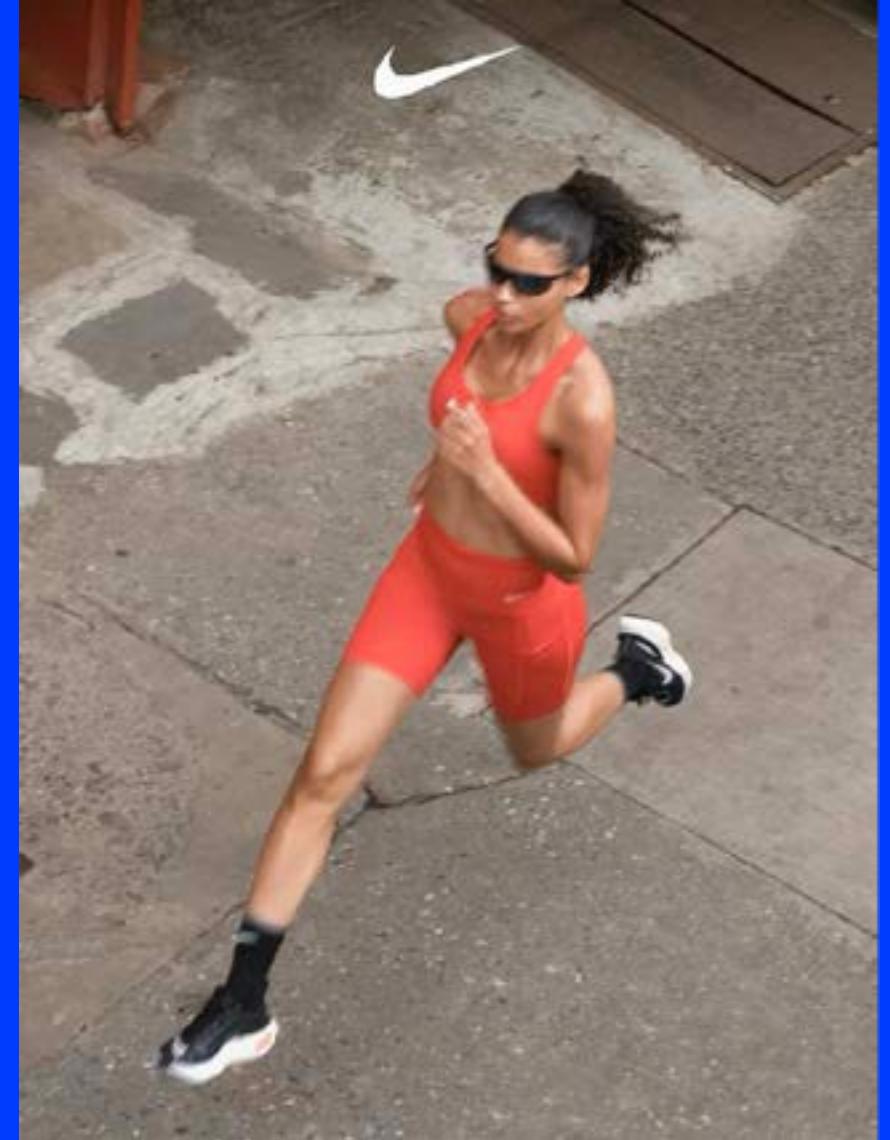
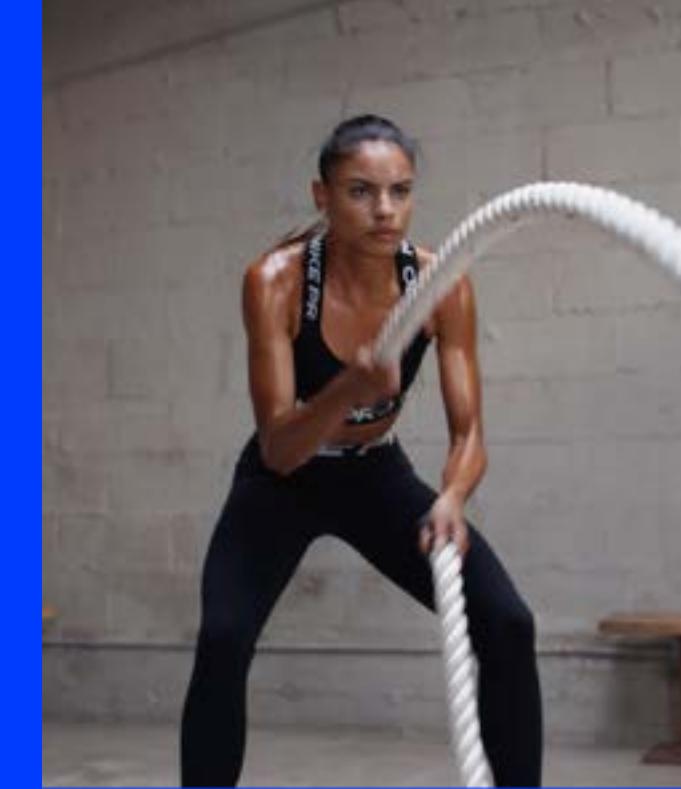
*Nike digital retail / e-commerce*

*Nike Casting*

*Target*

*Amazon*

*Sakara*



# WELLNESS ARCHITECT

## & RETREATS

For Nike, AWAY, and META



# NIKE WOMEN X AWAY

*Creative strategy, production, host, and coach of 'E-Suite' a weekend wellness retreat for female entrepreneurs in partnership with Nike Women and Away designed to connect women across industries.*

# ATHLETIC GREENS

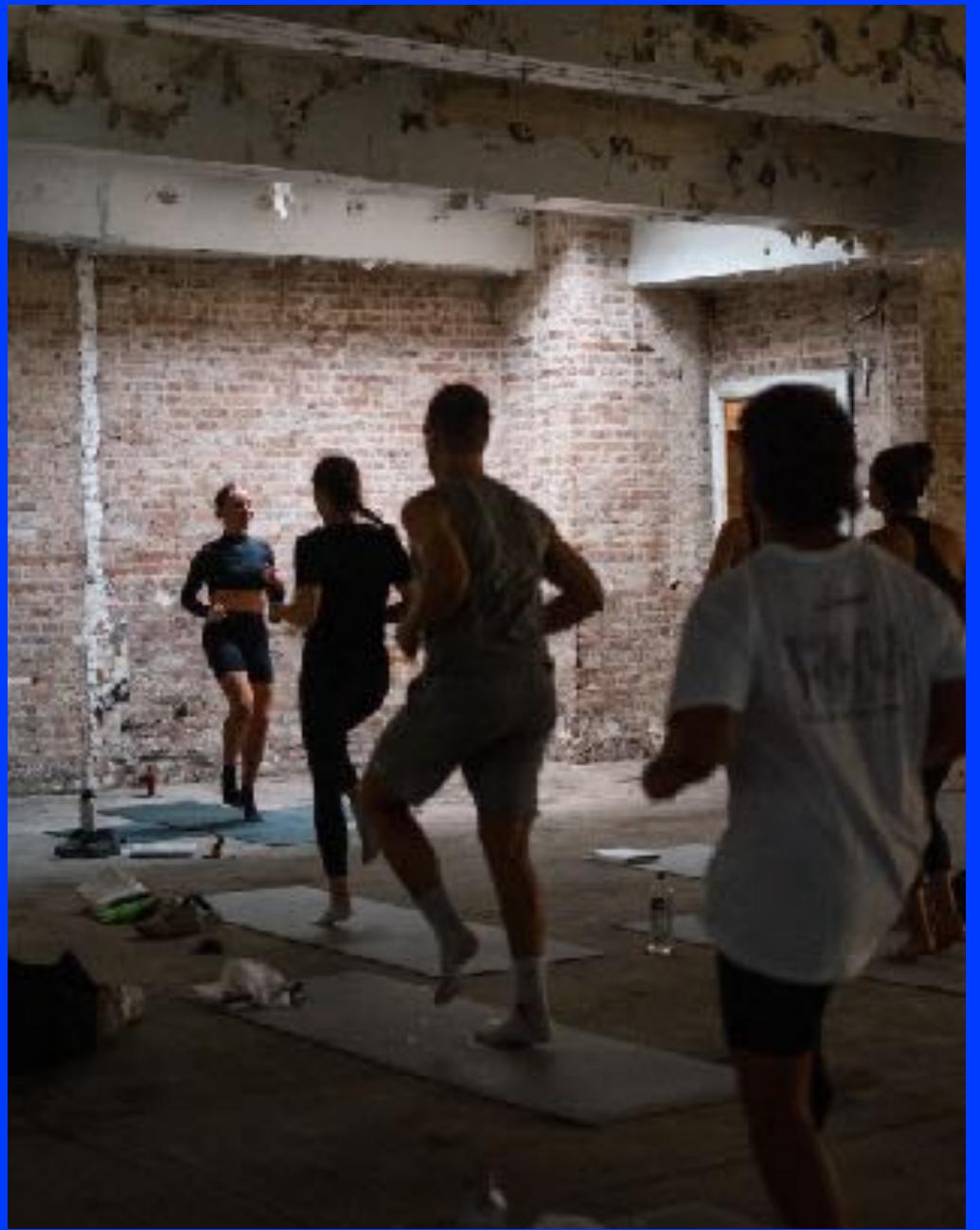
*Created and hosted a getaway with AG1, leading creative direction, guest list, production and coaching designed to take care of key 'caretakers' in the NYC fitness community.*

# META

*Designed and lead a pre/post workout nutrition bar for Meta's '24 wellness summit created for their top NYC-based food and nutrition creators.*

# NIKE X SOFT SERVICES

*Created and coached an immersive two-day strength training event, integrating Nike and Soft Services for an unforgettable workout experience and brand affinity.*

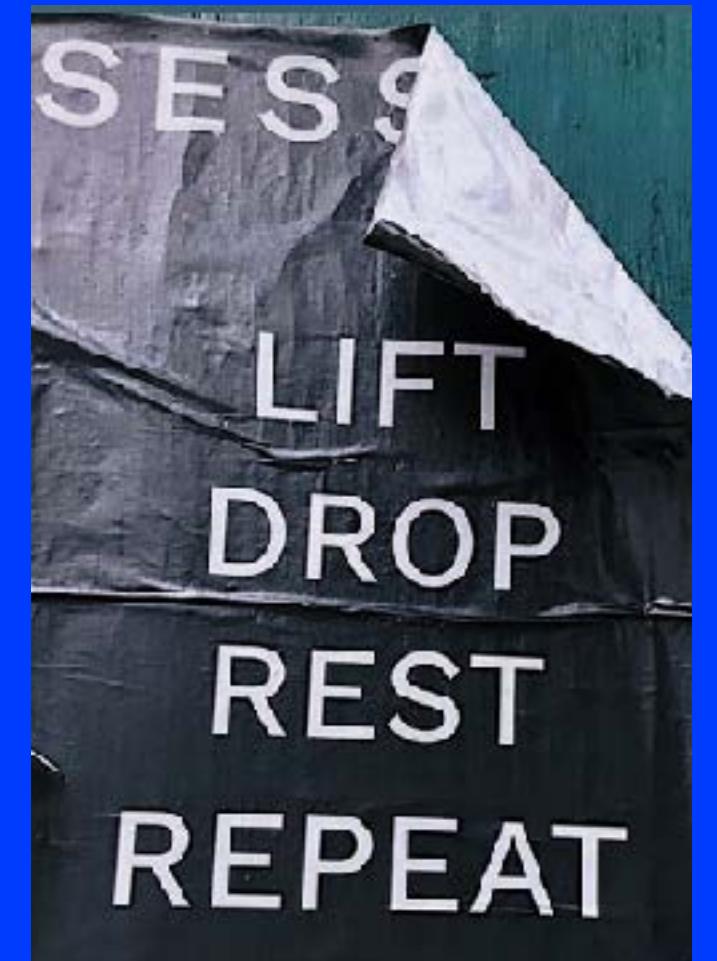
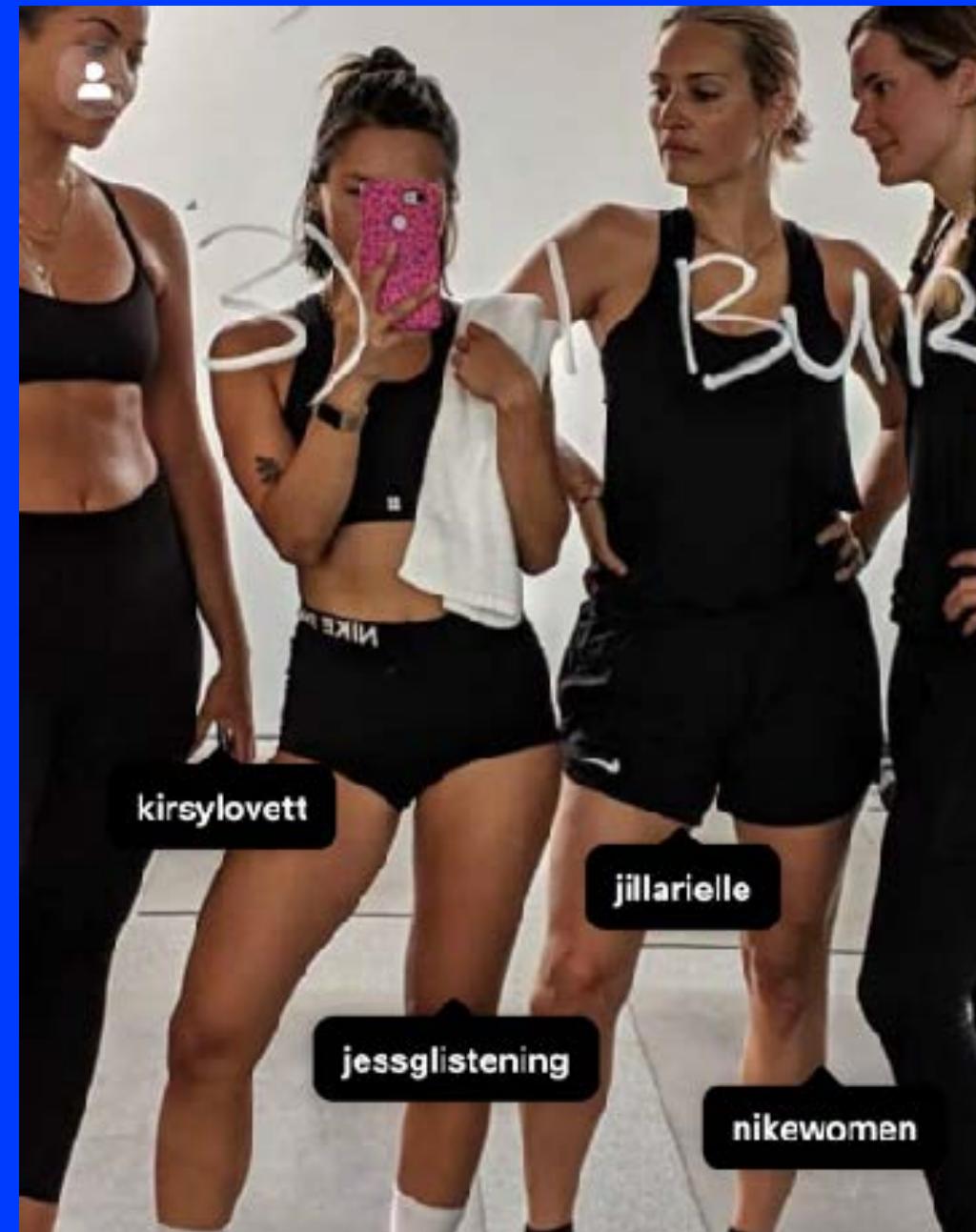


# SESSION TRAINING

*Creative direction, communication, and brand architecture lead for Session NYC. A new strength and conditioning boutique studio in Brooklyn, NY.*

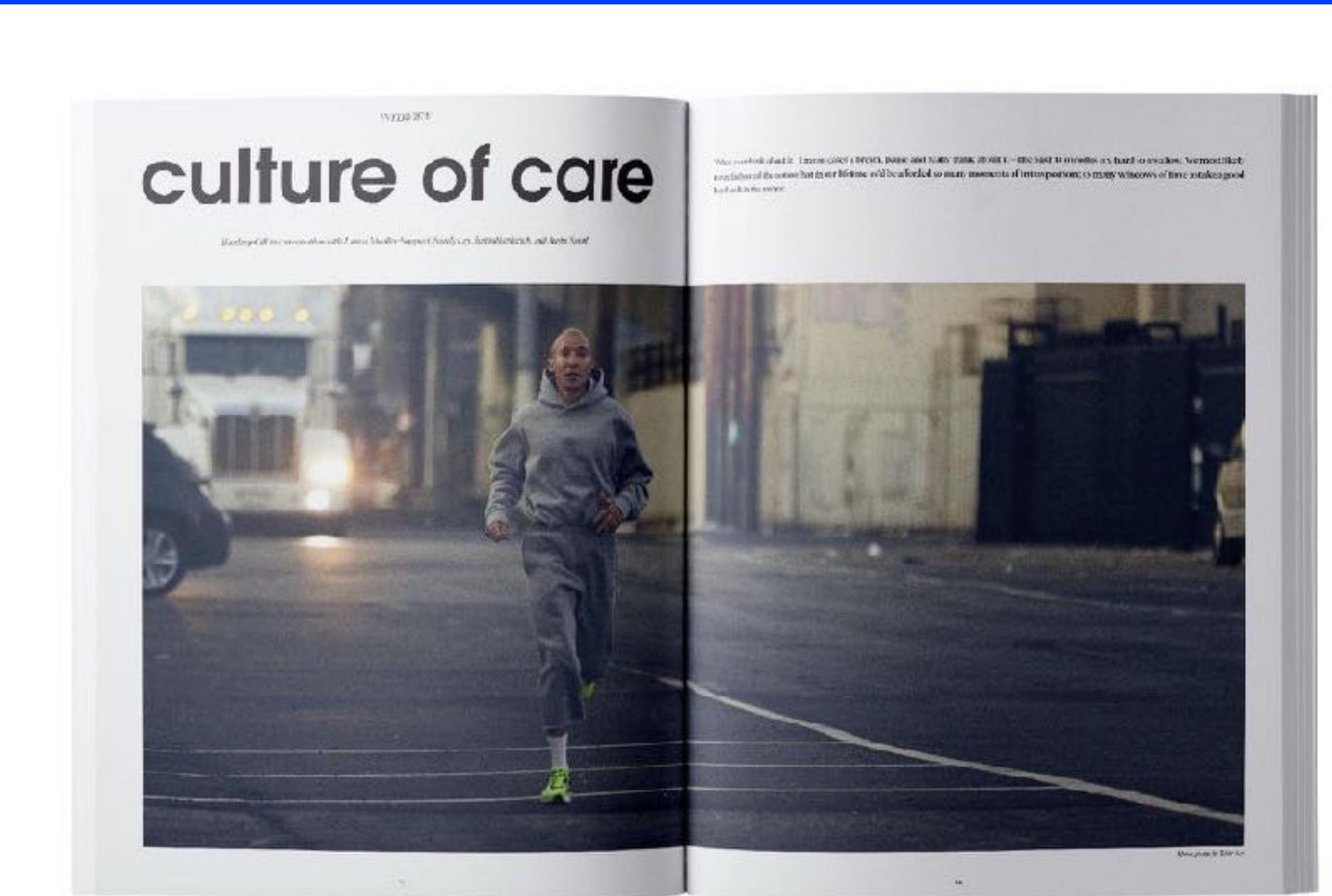
*Conceptual development and production of seasonal merchandise in partnership with creative collaborators.*

*Developed and fostered VIP/Ambassador program enriching the studio with thought leaders communities.*



# MAX EFFORT

*Founder, Coach, Nutritionist & Marketing/Creative Director of a virtual training platform and Brooklyn-based studio coaching editors, stylists, comedians, artists, models, and community leaders.*



# MAGAZINE

*Editor-In-Chief and Producer of Max Effort Mag, a wellness playbook to help readers better care for their bodies sponsored by Allbirds. Ft wellness leaders in NYC and LA from physical therapists and chefs to estheticians and interviews with mothers on their pre/postnatal journey.*



# CUSTOM FIT

**Let's work.** Get in touch — we'll collaborate on a tailored scope of work that works hard for you.

E: [hello@maxeffort.club](mailto:hello@maxeffort.club)  
W: maxeffort.club  
IG: @tmaxine\_

