CYNTHIA WHEELER

BRAND STRATEGY / CAMPAIGNS / CREATIVE

CREATIVE LEADERSHIP IN MOTION.

A selection of brand-building, integrated campaigns, athlete partnerships and running-community storytelling.

15+ YEARS

Brand & creative experience

200K+ COMMUNITY

Combined personal social audience

CHICAGO • OPEN TO NYC RELOCATION

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01 / CHANNEL GROWTH

Building a Brand's TikTok Presence

24 Hour Fitness | Social strategy, creative development and production

THE OPPORTUNITY

Establish a distinctive TikTok presence for a national fitness brand, using platform-native creative to grow audience and relevance.

MY LEADERSHIP

Launched and owned the channel strategy; led the editorial calendar, content concepts, production, editing, paid amplification and influencer coordination.

0 → 250K+

Followers in under one year

13M+

Views on featured video

FEATURED WORK

A high-performing TikTok I conceptualized, filmed, edited and supported with paid amplification. View count is a previously reported result.

WATCH FEATURED 13M+ VIEW TIKTOK

EXPLORE 24 HOUR FITNESS TIKTOK

EXPLORE 24 HOUR FITNESS INSTAGRAM

02 / INTEGRATED CAMPAIGN

Athletes at the Center of a Summer Campaign

24 Hour Fitness | National summer membership initiative

THE OBJECTIVE

Reach high school students with a national summer membership campaign that connects the brand to youth sports and active lifestyles.

MY ROLE

Developed the creative strategy and brief, partnered with Havas on campaign execution, and helped bring athlete-led TikTok content to life with X Games hopefuls and Olympic athletes.

BEYOND SOCIAL

Wrote and produced a complementary promotional spot for 24TV, the in-club television network, extending the campaign across channels.

STRATEGY	ATHLETES	CROSS-CHANNEL
Creative brief	Talent-led content	TikTok + 24TV

FEATURED WORK

Surfer-led TikTok from the summer membership campaign. Campaign conversion metrics are not included because they have not been verified.

WATCH SURFER-LED CAMPAIGN VIDEO

03 / RUNNING STORYTELLING

Turning Runner Insight Into Community Content

Independent creator | Marathon education and audience engagement

THE PERSPECTIVE

More than 20 marathons, an Abbott World Marathon Majors Six Star Medal, and years of participating in running culture inform my approach to useful, authentic storytelling.

THE CREATIVE

Translate lived race experience into accessible, engaging content that helps runners understand major events and share their enthusiasm with others.

~300K	23.8K
Organic views	Likes

Previously reported figures for featured Chicago Marathon explainer.

WATCH CHICAGO MARATHON EXPLAINER

EXPLORE PERSONAL TIKTOK

EXPLORE PERSONAL INSTAGRAM

04 / RUNNING PARTNERSHIPS

Creating for Brands Inside Running Culture

Biofreeze × Chicago Marathon | Event-day content and creator partnership

THE OPPORTUNITY

Bring a running brand partnership to life in the fast-moving environment of the Chicago Marathon, with content that feels natural to the event and its community.

MY CONTRIBUTION

Created, filmed, edited and published race-day content for Biofreeze, meeting a same-day production and publishing turnaround.

BROADER PARTNERSHIP EXPERIENCE

Running-related collaborations include lululemon, Brooks Running, Shokz, Mount to Coast, FlipBelt, Ventures Endurance and Amazon. Specific campaign outcomes are not claimed here without supporting data.

VIEW BIOFREEZE CHICAGO MARATHON POST

LET'S BUILD WHAT'S NEXT.

Cynthia Wheeler • Chicago / open to NYC relocation

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