

Profile 1: Jordan Ellis – Austin, TX

Profession & Area of Influence

Jordan is a former collegiate athlete turned high school track coach and wellness content creator. He focuses on performance training, mindfulness, and the importance of recovery in a healthy lifestyle. His audience includes both athletes and everyday fitness enthusiasts looking to balance structure with self-care.

Audience Overview

Followers: 28,000 (Instagram + TikTok combined)

Primary age group: 18–35

Mix of student athletes, local fitness coaches, and young professionals

High engagement on training tips, recovery routines, and real-life athlete stories

Social Media Style & Engagement

Jordan's content features short-form videos from track practice, day-in-the-life routines, voiceover tips, and motivational reflections. His tone is authentic, optimistic, and rooted in progress over perfection.

Brand Alignment

Jordan speaks openly about mental health in athletics, equity in youth sports, and redefining masculinity in wellness. These values mirror the brand's commitment to inclusion, performance, and community leadership.

Community Involvement

Volunteers with a local nonprofit supporting under-resourced school sports programs

Hosts monthly "Mindful Miles" community runs open to all ages and fitness levels

Coaches free weekend training clinics at the local high school

Promotional Opportunities (Store-Level)

Host a free performance workshop at the Austin flagship location

Create a limited series of "Train With Me" content featuring new products

Promote in-store fitting events tied to youth coaching initiatives

Collaborate with staff on a "Coach's Picks" display featuring Jordan's favorite gear