



Umo Callins

Sports Dietitian & Fitness Coach

I'm a Sports Dietitian and Fitness Coach based in Oklahoma City with over 15 years of experience in sports nutrition and wellness. As a former athlete, I'm passionate about simplifying evidence-based nutrition strategies to help athletes, active individuals, and families fuel their performance and improve their overall health. My goal is to provide sustainable solutions that allow clients to feel and perform their best!

I've been featured in numerous media outlets and have had the privilege of serving as a spokesperson for national and international brands. Whether through social media content, media interviews, TV segments, or creating innovative recipes, I enjoy collaborating with brands that share my mission to inspire, educate, and empower diverse audiences to lead healthier lives.

AS SEEN IN

Forbes
GLAMOUR

Men'sHealth



Eat This, Not That!

Women'sHealth

yahoo!life

SHAPE

THE NUMBERS

670M

Media Interview
Audience

3.16%

Engagement rate
@sassy.sports.dietitian

9.34%

Engagement rate
@sassy.sports.dietitian

SERVICES

- Broadcast, print, and web interviews
- TV segments
- Talent at events and trade shows
- Quotes and tips in press releases
- Social media content & engagement
- Blog posts and recipes
- Media and nutrition consulting
- Advisory board member
- Webinars and seminars
- Much more!



“Umo has such a great way of making nutrition easy to understand and apply. Her simple and practical tips and recipes are so valuable and helpful!”

- CURRENT CLIENT

AUDIENCE DEMOGRAPHICS



75%
FEMALE



25%
MALE



92%
IN THE US

AGES 25-34 - 30.6%

AGES 35-44 - 39.1%

AGES 45-65 - 16.6%