

WESLYE SAUNDERS

Sports & Wellness Coach |
CEO & Founder of Win With Wes |
CEO & Founder of Wes Joose | Podcast Host
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PROFESSIONAL SUMMARY

Collaborative and results-oriented sports and wellness coach with 5+ years of experience. Skilled in sales and marketing, NFL experience, sports apparel design, team morale building, and locker room leadership. Founder of “Win With Wes” and “Wes Joose”, dedicated to promoting health, wellness, and personal development. Corporate wellness coach for major brands like Porsche and Macallan. Podcast host of “Where Are the Children?”, focusing on the challenges faced by children of incarcerated parents. Active in community leadership, mentorship, and at-risk youth education. Passionate about empowering individuals and teams through clarity, communication, and compassion to achieve lasting success.

SKILLS

NFL Experience
Youth Mentorship
Sports Apparel Design
Team Morale Building

Wellness & Mindfulness
Locker Room Leadership
Public Speaking
Emotional Intelligence

Trauma Recovery
Healthy Living & Nutrition
Sales & Marketing
Entrepreneurial Leadership

EXPERIENCE

CEO & Founder | Wes Joose | Miami, FL

2020 – Present

- Launched a health-focused brand providing all-natural Supergreen powder blends designed to boost health, vitality, and overall well-being.
- Developed products that offer a convenient way for customers to incorporate essential nutrients and superfoods into their daily routines.
- Committed to promoting a healthy lifestyle through high-quality, nutrient-dense formulas.

CEO & Founder | Win With Wes | Miami, FL

2020 – Present

- Established a comprehensive coaching service focused on overcoming trauma, enhancing emotional intelligence, and promoting healthy eating and mental wellness.
- Developed and implemented the "3 C's" approach (Clarity, Communication, Compassion) for addressing challenges and achieving success.
- Corporate wellness clients include Porsche, Macallan, Brugal, and Van Kirk Pools, providing tailored programs to improve team cohesion, mental well-being, and overall performance.

Mentor & Instructor | Unbound Summer Camp at FIU | Miami, FL

July 2023

- Worked with at-risk youth during a summer camp program, mentoring and teaching essential life skills such as nutrition, juice making, breathwork, and mindset coaching.
- Designed and facilitated engaging workshops focused on healthy eating habits and emotional well-being.
- Helped foster a sense of empowerment and self-awareness among the youth, emphasizing mindfulness and resilience.

Sports & Health Director | Silent Victims of Crime (Nonprofit) | Miami, FL

2018 – Present

- Lead bi-weekly leadership events for children of incarcerated parents, focusing on building self-esteem, resilience, and teamwork.
- Develop health and wellness programs designed to empower youth through physical fitness and mental well-being.
- Advocate for the importance of mentorship and guidance for underserved children, fostering hope and positive development.

Sales & Marketing | Fanatics | Jacksonville, FL

January 2015 – April 2015

- Worked directly with Fanatics CEO, Michael Rubin, gaining hands-on training in the sports merchandise industry.
- Collaborated with the NFL to design and create authentic sports apparel, providing culturally diverse insights still utilized by the company.
- Identified potential sales opportunities in emerging markets for new product launches.

NFL Tight End | National Football League | Pittsburgh, PA & Indianapolis, IN

July 2011 – January 2016

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- Integral part of two distinguished NFL teams, contributing through blocking, catching, route-running, and moral encouragement for teammates.
 - Played a key role in helping both franchises reach the playoffs.
 - Set a standard for locker room morale, enhancing team synergy and performance.

COMMUNITY INVOLVEMENT & LEADERSHIP

Community Leader | Miami Made (Conscious Entrepreneur Community)

March 2024 - Present

- Actively lead Miami Made, a grassroots, founder-led movement of over 150 founders working to create a thriving startup ecosystem in South Florida.
- Foster a supportive community where founders can build better companies and live more balanced lives through shared knowledge, creativity, and diversity.
- Miami Made's mission is to elevate Miami's startup ecosystem to the next level, making it a premier destination for building thriving companies that succeed.

PODCAST HOST

Host | Where Are the Children?* Podcast | Silent Victims of Crime

*2023 – Present

- Co-host of a podcast that explores the urgent question of what happens to children when a parent is incarcerated.
- Explores topics such as prison reform, child development, trauma, and healing, while discussing how to support the 2.7 million children affected by parental incarceration in the U.S.
- Featured guests include experts in prison reform, child development, and healing practices, contributing to a broader conversation on addressing the systemic issues surrounding children of incarcerated parents.
- Co-hosted with Tinkerbelle Paulette Pfeiffer, founder of Silent Victims of Crime, and Midia Joy, transformational and healing arts coach.

SPEAKING ENGAGEMENTS & VOLUNTEER WORK

Motivational Speaker | Various High Schools, Middle Schools, and Juvenile

Facilities

2017 – Present

- Delivered talks to inspire students and young individuals, sharing his journey from the NFL to mindfulness and emphasizing the importance of learning from mistakes.
- Encouraged personal growth and resilience in youth, focusing on overcoming adversity and making mindful decisions.

Speaker | Health & Wealth Summit at The Fillmore | Miami, FL

July 2021

- Delivered a keynote speech on the intersection of health, wellness, and success.

Speaker | Health & Wealth Summit at Adrienne Arsht Center | Miami, FL

January 2022

- Spoke on the power of mindfulness, physical health, and entrepreneurial success.

EDUCATION

University of South Carolina-Columbia | Columbia, SC

July 2007

- Bachelor's in Journalism & Mass Communications (1 semester remaining)