



Trinh Le, MPH, RDN

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**Contributing author:
Chapter 26: “Inspire Audiences with Food Styling and
Photography”**

Digital media, including words and pictures, is a major mode of communication in Trinh’s personal and professional world. As a dietitian and writer in health-tech, she uses pictures and words to build customer engagement and connection for companies like MyFitnessPal, Under Armour, Beachbody and Fitbit as well as her own blog. By creating recipes, taking photos and writing about food, Trinh reinforces her passion in nutrition and helps other people grow an appetite for a healthy lifestyle. To date, she leads user experience writing and works on content strategy for Fitbit. Trinh is always tinkering to find the best way to reach people while respecting their time and attention. This means squeezing more meaning into fewer words, and a well-timed photo does just that. She’s an enthusiastic photography hobbyist who has shot weddings, car meetups, babies, family reunions and, of course, lots of food! Her photos have appeared on websites, mobile apps, employee wellness pamphlets and even a restaurant menu.

What led you to contribute your time and expertise to writing Communicating Nutrition?

I wanted to reach other dietitians that work in a similar space or share the same interest in nutrition and communications. Also, writing is learning. Writing this chapter lets me solidify some of the lessons I learned in food photography.

What is one piece of advice you would like to share with current and future nutrition communicators?

Learn to tell a good story. Storytelling is a vastly important skill—it lets you connect to the past, clarify the present and imagine the future.

Connect with Trinh:

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