

# MELISSA NORDIN, MS

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## EXPERIENCED PROJECT MANAGER

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Health Educator | Public Speaker | Health & Wellness Research & Development | Marketing & Branding

### SUMMARY

Experienced Project Manager, health innovator, and public speaker with expertise in education, health, and wellness products and services. Achieving sustainable outcomes using evidence-based standards. Success in concept-to-execution strategies for stakeholders, employers & communities. Industry leader with 10+ years experience.

- ◆ PowerPoint presentations, Excel
- ◆ HEDIS measures
- ◆ Audits, needs assessments
- ◆ Interactive Voice Response Software
- ◆ Evidence-based research & analysis
- ◆ Fitness assessments, Biometric screenings
- ◆ Aggregate report analysis
- ◆ Clinical Trial Data collection
- ◆ Proofreading/editing
- ◆ Health coach
- ◆ Electronic Data Capture (EDC)
- ◆ [Huffington Post Writer](#)

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## PROFESSIONAL SUMMARY

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### Yoga School of Motion Anatomy and Physiology Training Center:

2009 – present

*Founder, Chief Creative Officer*

- Creative director of internationally recognized and Registered Yoga School Program
- Engaging and provocative marketing and branding of all materials, texts, web based platforms & social media
- 100% success rate of graduation using evidence-based research and original content anatomy and physiology education materials resulting in a leader in the teacher training industry
- Published author, editor at large, and moderator of international panel discussions with leading industry experts, resulting in recognition as a frontrunner and innovator in the industry

### Baycare Health Systems:

2013 – 2018

*Senior Health Educator, Project Manager, Presenter & Public Speaker*

- Primary developer of multidimensional health information and education platform, lead public speaker
- Reduce annual health costs for clients by providing detailed forecast with direct-to-consumer health information and problem solving strategies and progress on all projects
- Launched successful 12 week and 8 week comprehensive employee wellness incentive programs using assessed aggregate data proven to reduce health risks through Biometric screenings
- Spike in demand for one-on-one health coaching & fitness training programs with positive outcomes from clients
- Gained buy-in and 70% participation for special needs wellness program by managing and launching an employee team with focus on top 7 risk reducing outcome strategies

### Johns Hopkins Medical Center/ All Children's Hospital:

2012-2014

*Health Education Coordinator, Social Media Manager*

- Research Analyst and co-author of NIH grant funded clinical trial found to be statistically significant in reducing intervention participant risks
- 90% participation rate in one-on-one assessments, live & web-based interactive programs, lectures, counseling
- Cutting edge innovative program resulting in quantitative & qualitative bio-statistical data analysis ready to be used to support future publications, electronic data capture platforms, and Interactive Web Response Systems

### USAA:

2011 - 2012

*Corporate Fitness Specialist, Health Educator, Presenter & Public Speaker*

- Positive growth, participation, and client retention through planning & execution of comprehensive wellness strategies & programs
- Generate significant client preservation, membership enhancement & member engagement by training the health assessments team
- Secure client interaction across multiple education platforms resulting in positive behavioral health changes in at-risk populations

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## EDUCATION & CREDENTIALS

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**MS, Exercise Science**, California University of Pennsylvania  
**Corrective Exercise Specialist/Prenatal Specialist**, NASM  
**Advanced Fitness Nutrition**, Human Kinetics

**BA, Liberal Arts**, University of Florida  
**Yoga Instructor E-RYT**, Yoga Alliance  
**CPR/AED Certified Instructor**, AHA

To view samples of my work, please visit [www.Melissanordin.com](http://www.Melissanordin.com)