

# MELISSA NORDIN, MS

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## EXPERIENCED WELLNESS COORDINATOR, PUBLIC SPEAKER

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

Experienced Project Coordinator & industry leader. Biostatistics analysis & financial strategies developer. Health innovator, influencer, public speaker in education and wellbeing products and services. Achieve sustainable health outcomes with evidence-based standards. Success in concept-to-execution for stakeholders, employers & communities.

- ◆ Biostatistics & Epidemiology analysis
- ◆ PowerPoint presentations, Excel
- ◆ Employee Needs assessments
- ◆ Electronic Data Capture (EDC)
- ◆ Aggregate Health claims report analysis
- ◆ Evidence-based research & analysis
- ◆ Fitness assessments, Biometric screenings
- ◆ Clinical Trial Data collection
- ◆ Proofreading/editing
- ◆ HEDIS measures
- ◆ Health coach
- ◆ [Huffington Post Writer](#)

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## PROFESSIONAL SUMMARY

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### Health Promotion and Wellness Consultant | Public and Labor Accounts 2019

*Aetna and CVS health*

- Biostatistical data analysis to evaluate top epidemiological health risks for employer group population
- Plan, implement, & evaluate wellness programs that reduce health risks, health care costs, & population absenteeism due to illness, disability, or existing diseases
- Work closely with client & account team to calculate financial & clinical outcomes of healthcare utilization
- Create multi-year health strategy including: financial wellness budget, vetted service providers, client quarterly report templates, turnkey communications, employee incentive programs with tracking & data reporting capabilities

### Senior Health Educator, Project Manager, Lead Public Speaker 2013 – 2018

*Baycare Health Systems*

- Primary developer of health education programs & presentations, lead public speaker, Public & Labor experience
- Designed suite of wellness services addressing: hypertension, diabetes risk, nutrition, obesity, stress, wellbeing
- Produced quarterly reports evaluating program development, financial yield & stakeholder participation
- Gained buy-in and 70% participation by training and mobilizing employee teams using AHA established top 7 risks

### Health Education Coordinator, Social Media Manager & Public Speaker 2012-2014

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

- Research Analyst & co-author of NIH grant funded clinical trial maternity program in wellness & obesity awareness
- Original content 1-on-1 assessments, live & web-based interactive lectures, health coaching and counseling
- Achieved statistical significance in reducing health risks of participant group with a 90% participation rate

### Corporate Fitness Specialist, Health Educator, Public Speaker 2011 – 2012

*USAA:*

- Create and evaluate comprehensive employee wellness & weight management programs
- Oversee health assessment team in educating & influencing employees to lead healthy lifestyles & lower health risks
- Organizing health fairs, webinars, lectures, fitness, and mindfulness programs at employee worksites

### Founder, Chief Creative Officer, Exercise Physiologist, Wellness Leader 2009 – present

*School of Motion Anatomy and Physiology Training Center*

- Creative director of internationally recognized Registered Yoga School Anatomy Program with Yoga Alliance
- Original anatomy and physiology educational content & branding of all materials, digital & social media platforms
- Customize health coaching and yoga programs using evidence-based materials with proven results
- 100% success rate of graduation resulting in a leader in the teacher training industry

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## EDUCATION & CREDENTIALS

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**MS**, Exercise Science/Health Promotion, California University of Pennsylvania  
**Corrective Exercise Specialist (CES)**, NASM  
**Yoga Instructor e-RYT**, Yoga Alliance

**BA**, Liberal Arts, University of Florida  
**Prenatal Exercise Specialist (PES)**, NASM  
**Advanced Fitness Nutrition**, Human Kinetics

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