

# MELISSA NORDIN, MS

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## WELLNESS CONSULTANT in COMMUNICATIONS, LEARNING & DEVELOPMENT

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Health Education | Health & Well-Being Director | Public Speaker | Community Engagement Specialist

## SKILLS

Biostatistics & Epidemiology analysis  
PowerPoint presentations, Excel  
Fitness & Biometric screenings

Aggregate Health claims analysis  
Evidence-based research data collection  
Electronic Data Capture (EDC)

HEDIS measures  
Health coach  
[Huffington Post Contributor](#)

## EXPERIENCE

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

2019

*Aetna, a CVS health company*

- This position was two-fold:
  - Assess client's employee health challenges and objectives, helping to design a strategic multi-year wellness program that is customized to their workforce, goals and budget.
  - Onsite Aetna employee health promotion program consultant for Tampa location
- Customized a collaborative, brandable well-being culture to reduce health risks, address key concerns/interests, market & brand all program communications & promote employee participation in multiple delivery platforms
- Created learning and development communications analyzing biostatistical aggregate population data to predict and address epidemiological models of disease and chronic health risks with best practices
- Identified predictive models in financial impact and clinical outcomes and healthcare utilization based on aggregate claims data
- Built catalog of individualized wellness program templates designed to address specific health claim cost drivers and population health risks (Hypertension, Diabetes, etc,) including community resources, budget cost, resources, vendors, employee incentives, and projected impact
- Designed and executed attainable and affordable multi-year wellness program with clear health goals and yearly calendar strategies including: organized volunteer wellness ambassadors, needs assessment, employee interest surveys, health risk assessment, program branding and marketing materials, budget template planning including wellness dollars, reporting template with built in quarterly touch points, turnkey communications (fliers, emails, newsletters, presentations), health coaching goal setting strategies, employee incentive programs
- Facilitated community engagement partnerships with key fitness and well-being vendors: non-profit organizations, local farming institutions, Publix Apron strings (where available), local healthcare groups and clinical health programs, fitness and yoga instructors, allied health professionals, behavioral health, sleep health, etc.
- Leadership role in mobilizing onsite volunteer wellness committees and teams across various counties within the state of Florida coordinating free preventative health screenings and fairs including diagnostic scans
- Spearheaded and organized preventative health screenings to include: local healthcare provider "meet and greets", created mobile mammography network across the state of Florida, providers of low or no cost immunizations (when applicable), free biometric screenings, and onsite health education presentations

**Senior Health Educator, Project Director, Health Coach, Lead Public Speaker****2013 – 2018***Baycare Health Systems*

- Lead developer of health education programs, marketing, and branding presentations; community health, corporate wellness, and socio-economic at risk populations
- Developed and oversaw curriculum design, adult learning theory, and blended learning strategies identifying determinants to health
- Provided health coaching, leadership, and development communications focused on attainable lifestyle and behavioral modifications that were engaging, affordable, and insightful while addressing chronic conditions
- Evaluated existing wellness programs in partnership with onsite clinics, nurses and specialists to increase member engagement by implementing evidence-based behavioral models
- Communications liaison for members and healthcare providers, allied health professionals, fitness/wellness programs, and clinical programs based on member needs, addressing at risk population in adverse communities
- Conducted biometric screenings data analysis and provided health education/coaching, clinical referrals, and nutritional counseling: Blood Pressure, Cholesterol, glucose, A1c (when applicable), body composition (BMI/waist circumference), lifestyle assessment, cardiovascular fitness, flexibility
- Yoga Instructor with 5000 hours of instruction specializing in beginner, gentle, and restorative yoga: cancer recovery, chair yoga, onsite location, all levels at various locations
- Leadership role in mobilizing, identifying and forging community engagement partnerships and volunteer opportunities to bring health and wellness programs into the workplace: American Heart Association, Tobacco Free Florida, American Cancer Society, One Blood, American Diabetes Association, Tampa Bay Mobile Mammography, Vincent House of Pinellas County, Healthy Start Coalition, etc.
- Gained buy-in and 70% participation for special population wellness program Vincent House of Pinellas County, trained and mobilized an employee team, and launched a comprehensive wellness program targeting the top 7 risk reducing outcome strategies as established by the AHA
- Created the following original content programs:
  - 4-part hypertension education series supported by American Heart Association and included metrics to evaluate learner retention, understanding and goals
  - 4-part pre-Diabetes lecture series – included metrics to evaluate learner retention, understanding and goals
  - 8, 10, and 12-week weight management and health education programs respectively - complete with original content nutrition and fitness components at any level, health coaching progress touch points, confidential reporting capabilities, and pre/post assessment surveys
  - Health coaching 1-on-1 sessions with original content forms: client turnkey communication, goal setting strategies, client worksheets, personalized assessments, pre/post assessment survey
  - Customized Fitness assessment and corrective exercise program for any mobility level including a 6-week exercise prescription: hypertension and diabetes, joint replacement, special needs populations, cancer recovery, polytrauma victims, developmental delays, etc.
  - Group fitness classes at any level: yoga, strength training, chair-based programs, stress management, low back pain, cancer recovery, pre/post-natal, children, etc.
  - Cooking classes and demonstrations complete with educational lecture series, food tasting and recipe books
  - 20+ health education presentations with interactive components

**Health Education Coordinator, Communication Social Media Manager, Presenter****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
- Created the communications interventional portion of this study and had succeeded in 90% participation rate: Findings show the interventional portion of this study to be statistically significant in reducing risk of surgical intervention delivery for obese pregnant women
- Branding, marketing, leadership and development of all program materials to include original content 1-on-1 assessments, live & web-based interactive lectures, health coaching, nutritional coaching, fitness classes, wellness counseling

- Social media communications director for Facebook, managed social media branding and interactive 1-on-1 videos, lectures and content to support study participants, proctored private social media groups, provided web-based health coaching
- Results currently being used to support future publications, electronic data capture platforms, and Interactive Web Response Systems

### **Corporate Fitness Specialist, Health Educator, Public Speaker**

**2011 – 2012**

*USAA*

- Created & evaluated employee wellness culture programs: fitness, health education, nutrition & weight management
- Generated and stabilized significant client preservation & member engagement by training and managing a health assessment team
- Generated daily calendar health education communication (full year) targeting healthy lifestyles, behavior changes & addressing health risks
- Conducted fitness assessments, biometric screenings, private coaching and training sessions, nutritional coaching and cooking classes
- Organized events, health fairs, webinars, lectures, vendors at employee worksites with 30% increased participation
- Secured positive growth, participation, and client retention through planning & execution of comprehensive employee wellness strategies & programs

### **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
- Learning and development specialist, e-learning development specialist with subject matter expertise
- Original content evidence-based anatomy & physiology educational materials; digital & social media platforms
- Innovative and strategic marketing and branding of all materials, digital & social media platforms, web designer
- Identify gaps and customize one-on-one health coaching lifestyle improvement programs with proven results
- 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, [Huffington Post](#) contributing writer, editor at large, and moderator of international panel discussions with leading industry experts, resulting in recognition as a frontrunner and innovator in the industry

## **EDUCATION & CREDENTIALS**

**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

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Hello Hiring Team,

**I am an innovator in search of a team that shares my commitment to serving the community.** I am a wellness consultant in Learning and Development with 10+ years of industry experience. The science and communication of wellness and health promotion is integral to my life and personal vision statement just as it is to your mission and values. Allow me to bring my abilities and imaginative expertise to your team.

**Supporting a wellness culture is my #1 priority.** Health coaching and health education are my ways of connecting with people and helping them implement real and sustainable changes. Fortunately, I have spent a decade crafting adult learning and e-learning programs and forging community partnerships that assist clients in targeting health risks and addressing disease prevention. There is a real value in developing and implementing initiatives that quantifiably work, yield reporting capabilities, and are sustainable. Allow me to let my experience aid you in placing health and well-being culture at the center of a successful work environment. Together, let's promote and implement effective wellness programs that team members can get excited about joining.

**I have additional resources:** *Consider the following highlights of my qualifications:*

- Health educator, learning and development specialist, and public speaker delivering quality evidence-based wellness programs and seminars
- Creative and supportive incentivized well-being programs that allocate the best services available for optimum community participation and accomplishment
- MS in Exercise Science and Health promotion with concentrations in Corporate and community Wellness, 10+ years of experience, Yoga Instructor with 5000 hours, Clinical Exercise Physiologist, and Nutritionist

**My most important achievements stem from diverse experiences.** I can add value to your culture and secure a return on your investment in me. My experience and subject matter expertise together with your company's mission and vision can impact positive health outcomes and lower risks. Using resilience and the power of organic relationships with all stakeholders, let us build and support a strong foundation and achieve our collective goals of fostering positive health outcomes.

**I welcome the opportunity to interview for this position.** I plan to exceed your requirements, and I am confident that I can demonstrate the leadership you are looking for. I look forward to sharing my thoughts in addition to hearing yours.

Thank you,

Melissa Nordin