

# MELISSA NORDIN, MS

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## WELLNESS CONSULTANT, INNOVATOR and PUBLIC SPEAKER

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Health Education | Health & Well-Being Director | 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*

- Biostatistical aggregate data analysis evaluating population chronic health risks & executing measurable strategies
- Establish and monitor wellness programs that reduce health risks, support wellbeing culture, implement goals
- Lead stakeholders through financial & clinical outcomes of healthcare utilization based on aggregate claims data
- Customize Multi-year wellness plan including: budget, reporting, turnkey communications, employee incentives

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

*Baycare Health Systems*

- Lead developer of health education programs & presentations; community health, corporate wellness, coaching
- Establish and evaluate wellness program development & member focused coaching, implement behavioral models
- Implement programs and trainings to mobilize wellness ambassadors, increase stakeholder engagement

#### Health Education Coordinator, 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
- Original content 1-on-1 assessments, live & web-based interactive lectures, health coaching, wellness 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 & evaluate employee wellness culture programs: fitness, health education, nutrition & weight management
- Manage health assessment team targeting healthy lifestyles, behavior changes & lower health risks
- Organize events, health fairs, webinars, lectures, vendors at employee worksites with 30% increased participation

#### 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 content evidence-based anatomy & physiology educational materials; digital & social media platforms
- 100% success rate of graduation resulting in a leader in the teacher training 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.**

The science 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.**

You place health and well-being culture at the center of a successful work environment. Strength and leadership are cultivated in managing and directing all the moving pieces; *this is my specialty*. Allow me to develop and implement initiatives for you that quantifiably work, yield reporting capabilities, and are sustainable. Together, let's promote and implement effective wellness programs that team members can get excited about joining.

**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 aim to be an additional resource to you.** *Consider the following highlights of my qualifications:*

- Health educator, community resource, and public speaker delivering quality evidence-based wellness programs and seminars
- Creative, 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.

**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, MS