

MELISSA NORDIN, MS

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WELLNESS CONSULTANT in COMMUNICATIONS, LEARNING & DEVELOPMENT

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 program 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 of 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) 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 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 interventive portion of this high-risk maternity study with 90% participation rate
- Findings show the interventive portion if 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 including: 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 including social media branding, proctored private social media groups
- Created and presented interactive 1-on-1 videos, lectures and content to support study participants, 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*