



MICHAEL ANDERSON

DIGITAL NUTRITION PROGRAM MANAGER

PROFILE

Accomplished Digital Nutrition Advisor specializing in the integration of technology and nutrition science to foster healthier lifestyles. Expertise in creating data-driven nutrition interventions that leverage mobile health applications and telehealth platforms. Recognized for the ability to translate complex nutritional data into actionable insights for clients and stakeholders alike. Proven history of enhancing client engagement through innovative digital content and personalized coaching strategies.

EXPERIENCE

DIGITAL NUTRITION PROGRAM MANAGER

NutriTech Solutions

2016 - Present

- Managed the development of a mobile application focused on personalized nutrition tracking.
- Analyzed user data to evaluate the effectiveness of nutrition interventions.
- Coordinated with software developers to enhance app functionality based on client feedback.
- Launched online campaigns that increased user engagement by 50% within six months.
- Developed content for social media platforms to promote healthy eating habits.
- Conducted training sessions for nutritionists on utilizing digital tools for client management.

NUTRITION AND WELLNESS COACH

LiveWell Institute

2014 - 2016

- Delivered one-on-one coaching sessions focusing on nutrition and lifestyle changes.
- Designed and implemented group workshops on nutrition literacy and healthy cooking.
- Utilized online platforms to facilitate remote consultations with clients.
- Developed client-specific dietary plans based on health assessments.
- Monitored client progress and adjusted plans to meet changing health needs.
- Collaborated with fitness trainers to create comprehensive wellness programs.

CONTACT

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SKILLS

- Digital Nutrition Tools
- Client Coaching
- Program Management
- User Engagement
- Content Creation
- Public Health Advocacy

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN DIETETICS,
UNIVERSITY OF FLORIDA

ACHIEVEMENTS

- Successfully increased user retention rates by 40% through targeted digital strategies.
- Recognized as 'Top Wellness Coach' by the Health and Wellness Association.
- Contributed to a community nutrition initiative that served over 1,000 individuals in need.