



*sound science. smart nutrition. good food.*

**Melissa Joy Dobbins MS, RDN, CDE**

**MEDIA TRAINING  
SOCIAL MEDIA WORKSHOPS  
SPEAKER COACHING**



Melissa is an award winning, nationally recognized food and nutrition expert, media resource, speaker and communications coach.

*Communicating  
the science of nutrition  
and the art of good food*

With an extensive background in communications, Melissa has been a spokesperson for the food, grocery and healthcare industries. Combining 20 years of hands-on experience with top-notch media training, Melissa is uniquely qualified to coach food, nutrition and wellness experts to create and deliver meaningful messages that engage and empower their audiences.

## *Services*

*Taking communication skills  
from good to great*

- Group Workshops
- Individual Coaching
- Training Videos
- Influencer Outreach Programs
- Interview & Presentation Skills
- On-Camera Skills (TV or video)
- Mock Interviews
- Messaging - In Your Own Words
- Food, Props & Cooking Demos
- Pitching the Media
- Utilizing Social Media
- 911 Brush-Up Sessions



# clients

- Wegmans Food Markets
- United Supermarkets
- Rutgers University
- University of Illinois Extension
- Texas Agrilife Extension
- Nestle Foods
- Dairy MAX
- Oregon Dairy Council
- Washington State Academy of Nutrition & Dietetics
- Oklahoma Academy of Nutrition and Dietetics

# Workshops

## Use Your Words

Enhance Your Communication Skills and Enhance Your Career

## Lights, Camera, Nutrition!

Communication Skills for Dietitians

## Nutrition in the News:

Science Fact or Science Fiction?

## Ready, Set, Go!

How to Prepare for, Pitch and Impress the Media

## Let's Tweet & Greet

Social Media and Networking Skills for Professionals

## Successful Storytelling

Clear, Concise and Compelling

## The OOH! Factor

Make your Messages Memorable and Meaningful

“Melissa listened to the needs of our nutrition team and crafted a program that helped take us to the next level as food and nutrition communicators.”

Jane Andrews RD  
Wegmans Food Markets

“When my first book came out, Melissa was instrumental in my media training. The best – and most unique – thing about Melissa's services is that she truly understands the specific set of media skills dietitians need to possess.”

Sharon Palmer, RD, Author of *The Plant-Powered Diet*

“Melissa did an excellent job coaching our team on crafting messages and working with the media. The interactive hands-on approach enhanced the learning experience, and six months later, the Educators are still talking about it!”

Jennifer McCaffrey, PhD, MPH, RD  
Assistant Dean-Family and Consumer Sciences  
University of Illinois Extension

“When I was creating my speaker's demo reel and wanted help from a pro who knows how to hone a key message and share it clearly and authentically, I turned to Melissa, and she came through big time. A message is more than words, and Melissa knows how to help shape communications to share both information and feeling. I look forward to working with her again.”

Karen Collins, MS, RDN, CDN,  
Speaker, Writer, Consultant and Nutrition Advisor, American Institute for Cancer Research

[Read Testimonials Online](#)

# Experience

- 20+ years speaking
- 15+ years media
- 10+ years healthcare
- 10+ years patient counseling
- 10+ years industry/brands
- Former supermarket RD
- Certified Diabetes Educator



Contact Melissa:

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