



## THERAPYAPPOINTMENT INTERNSHIP PROGRAM

### Summer 2019 — Data Visualization Internship (PAID)

February 28, 2019

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#### Dates

Mid-May to August

#### Submission Due Date

EOB March 20, 2019

#### Pay

\$10/hr

#### Development Areas

1. Marketing
2. Nurturing and engagement campaigns
3. Data analytics
4. Data visualization
5. Innovation design thinking
6. Content creation

#### Learn more about us:

##### Website

[www.therapyappointment.com](http://www.therapyappointment.com)

##### Facebook:

TherapyAppointment

**Twitter:** therapyappt

##### Office

797 Haywood Rd,  
Ste 202  
Asheville, NC 27604

#### Project Scope

The healthcare industry + a software startup + new product launch. If you're ready for an exciting summer internship, you've found the right company!

Our data visualization intern will help us leverage over 10 years of data to develop valuable industry tools. Using this data, you'll first put your analytics chops to work analyzing and identifying holistic trends. Next, you'll develop visualizations to help us share the findings with the mental healthcare industry. Finally, you'll present any bigger picture findings or learnings to the team.

This project will be used as a lead gen tool, so you'll work within our marketing automation platform to ensure data visualization implementation is powerful.

#### What You'll Gain

During your internship, we'll focus on development of skills you'll use again and again in your career. In addition to data visualization and marketing development, you'll use LEAN methodologies to develop the program; innovation & design thinking for ideation and project/product development; and communication skills to encourage engagement internally and externally. Finally, working together, we'll quantify the business value of your project to use on your metrics-driven resume.

In this role, you'll be both challenged and an integral and valued member of our team, and will learn deep consumer listening and community activation skills.

#### Responsibilities

- Collaborate with the team on brainstorming methods and opportunities for the data
- Assist in developing data visualizations
- Help implement your final product into our lead gen campaigns

#### Required Skills

- Tableau or excel knowledge
- Hubspot or lead gen familiarity (not required)
- Brainstorming and collaboration
- Focused and driven
- Ability to move at a steady pace without compromising quality of work
- Enrollment in a Bachelor's degree program with a focus or interest in statistics or analytics
- Reliable and able to commit to a weekly schedule