



# HESPR

# INTERNSHIP

# EXPERIENCE

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## BUSINESS CONTEXT

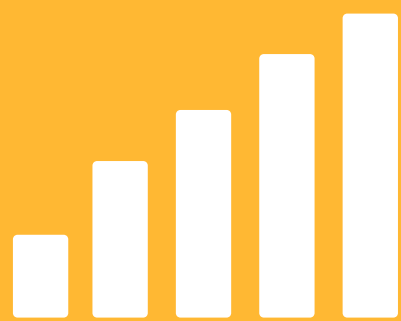
### Mental Health Industry



- Hespr is a mobile app start-up geared towards mental health and self-care.
- The company aims to help and promote one's personal, as well as community mental health journey.
- The app features a guided journal, social platform, and strong algorithms for users to experience.

## PROJECT DESCRIPTION

### Personal Work



- Throughout the internship, both large and small projects were completed.
- One of the bigger projects included micro-influencers outreach on social media platforms and the creation of graphic design posts.
- Smaller projects include written reports and research analyses.

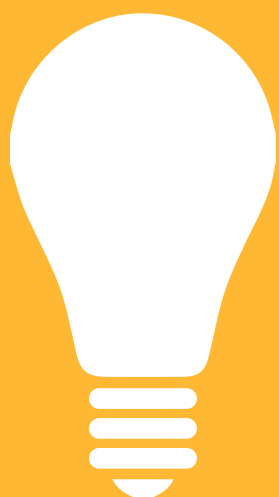
## PROJECT RESEARCH

### Competitor Analysis + Strengths and Weaknesses



- The project purpose was to gather information on how to analyze competitors and identify their marketing strengths and weaknesses efficiently.
- Effectively analyzing competitors comes in a three-step process: collect competitor information, company comparison, and implementation.
- Identifying strengths and weaknesses depended heavily on social media campaigns and executions.

## KEY TAKEAWAYS AND RECOMMENDATIONS



### Learnings

- This internship has been a great opportunity providing a vast amount of skills to be attained.
- Skills including: social media strategies/management, communication, research tactics, etc.
- It is anticipated that Hespr keep up efficiency and diligent work improve the app and succeed in their industry.