

Company Name: ElizabethMadisonNutrition (EMN)/**Weight Loss Transformation!**

CEO: Elizabeth Madison, MA, RD, CRC, CNWC

Website: www.weightlosstransformation.com

Address: Mailing address: 229-19 Merrick Boulevard
Laurelton, NY 11413

Office Address: 219-10 South Conduit Avenue, Lower Level
Springfield Gardens, NY 11413

Contact info: Office phone: 718-276-6037. Fax: 718-528-8988
Email: elizabeth@weightlosstransformation.com

Company description: ElizabethMadisonNutrition, launched in 2007, is a nutrition & wellness company. We specialize in comprehensive weight loss programs, medical nutrition therapy, and nutrition education. These services are provided online (nationally), and at our on-site location in Queens. Elizabeth M. Madison is a Registered Dietitian and Certified Nutrition and Wellness Coach and is the CEO of EMN. Please see bio on the last page.

Internship description: The purpose of the internship is to provide an opportunity for the intern to hone his/her business and social media skills within a nutrition/healthcare environment, while contributing to the company's national visibility and growth. The overall responsibilities of the intern are to:

1. Increase traffic to the EMN Business FaceBook (FB) page through the development and posting of weight loss, nutrition, and wellness information, surveys and polls, as guided by the CEO.
2. Increase Twitter followers using same approach through the development and posting of weight loss, nutrition, and wellness information, surveys and polls, as guided by the CEO.
3. Assist with online weight loss program new member registration and orientation.
4. Provide continuous support to the EMN weight loss program Facebook Community members (a private, closed group) by responding to inquiries via FB comments, or email, and posting weight loss, nutrition, and wellness information as guided by the CEO.
5. Assist in the coordination and implementation of marketing events, specifically, our weekly and monthly seminars and webinars.
6. Assist in participation of health fair events (occur 1-2xc per semester) and supermarket tours (occur 2-3x per month) when available. The latter is optional.
7. Provide general clerical support.

Responsibilities: Daily/Weekly Tasks

1. Research nutrition and wellness articles for social media posting, blogs and weight loss program materials, as guided by CEO.
 - a. Secure copyright and reprint permission from applicable parties for content use on website and FB. Assist with online registration and orientation of weight loss program members.
2. Post content on Business FB page 5x a week as approved by CEO.
3. Tweet nutrition and wellness content 2x a day as approved by CEO.
4. Utilize Google analytics to monitor traffic to FB page.
5. Monitor Twitter followers.
6. Assist in preparation of materials for distribution at health fairs and similar events. Assist in obtaining contact information for marketing during events.

7. Convert paper-based content to digital format, e.g. recipes, news articles.

Qualifications:

The intern should possess the following skills:

1. Proficiency in Microsoft Word
2. Basic competency in Microsoft Excel
3. Good writing skills
4. Knowledge of social media – FB, Twitter, Instagram, etc. Must know how to post content (articles, photos, links, etc.).
5. Good customer service skills. Must like working with people and have a pleasant, engaging personality. High energy is preferred.
6. Preference is for a student majoring in nutrition or health.

Length of internship:

One semester, with two- semester option

Schedule:

15 hours a week, Monday through Saturday. Schedule is flexible except when intern is in the office.

Location:

Four, in-office hours required. The remaining hours are online.

College credit :

Available depending on requirements.

Application deadline:

September 15th.

Application process:

Applicants can send resumes to elizabeth@weightlosstransformation.com. If they meet the qualifications, an on-site interview will be scheduled. If accepted, will start immediately.

Elizabeth M. Madison, MA, CRC
Registered Dietitian
Certified Nutrition & Wellness Coach



Bio

Elizabeth M. Madison has a passion for helping people achieve permanent weight loss and optimal health. Having struggled with obesity for over twenty years, Elizabeth made the decision to embrace a total lifestyle overhaul and lost 115lbs; she has kept it off for over 10 years. This inspired her to become a Registered Dietitian and Certified Nutrition & Wellness Coach.

In 2007, she launched *ElizabethMadisonNutrition*, a nutrition and wellness company. She provides individual and group weight loss and nutrition coaching, medical nutrition therapy, and nutrition education through seminars, workshops and supermarket tours. Elizabeth incorporates her twenty-year counseling and social service administration experience into her approach to help people embrace healthy lifestyles. She promotes healthy living by utilizing a hands-on, engaging, and interactive style to provide nutrition and wellness information.

Elizabeth used the same strategies that contributed to her personal weight loss success, along with her twenty-year background in counseling, to develop *Transformation!*[®], a faith-based weight and health management program. *Transformation!*[®] provides individual nutrition coaching, and online and onsite group weight loss programs using a supportive approach that addresses the physical, emotional and spiritual aspects that impact one's weight and health.

Elizabeth has a Master's Degree in Rehabilitation Counseling from New York University. She has extensive experience in adult weight management, and specializes in diabetes management and emotional eating disorders.



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