



The Shumaker Technology Group

To Whom It May Concern,

I am sure you are wondering if you should accept the Marketing and Sales Internship with the Shumaker Technology Group. I was asking myself the same question when I was considering the position for the summer of 2017. I accepted; and as I write this I can tell you it was a great decision to jump start my career in the marketing and sales industry.

Before this internship, I had zero experience in the business world. Everything I knew had come from going to class and reading textbooks. I can honestly say that I have learned just as much, if not more, working for the Shumaker Technology Group. Kyle never treated me like an intern. In fact, he preferred that I did not mention that I was an intern to clients. I was more like a "Marketing and Sales Associate". I made sales calls, met with clients, critiqued websites, attended networking events and led presentations just to name some of my tasks. I would not accept this position if you are not a fast learner because I was basically doing all of these tasks 2-3 weeks into the job. Kyle puts you in the best position to be successful, but as a small business owner, he is extremely busy and time is a luxury that he does not have. He gives you a lot of freedom and expects results.

There are two experiences from my time with the Shumaker Technology Group that stand out to me. The first was experiencing a trade show at the MAMC Summer Conference in Kalamazoo. This was essentially my first business trip. It was very cool. I hope every future intern can attend one. It took numerous hours of preparation from researching all the attendees for potential leads to tradeshow vendor role play. The tradeshow earned me my first leads. Overall, the event was a great experience.

The second experience that stood out to me was being placed in charge of marketing our new product, a municipal mobile app. I conducted marketing research to find our market segment. I also researched numerous municipal apps to find what does and does not work. I even did a little graphic design. Kyle gave me a lot of freedom and responsibility with this project. I could never do a project of this capacity in a classroom.

Hopefully this gives you some idea as to what you may be doing with a Marketing and Sales Internship with the Shumaker Technology Group. Shumaker Technology Group may be small, but I believe it gives you the opportunity to broaden your internship, which the large companies won't allow. I can't wait to take what I have learned here to the next step in my career.

Good luck to whoever is reading this! Kyle has my contact information if you ever have any questions.

Sincerely,

Alex Duffy

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