



The Shumaker Technology Group

Dear STG Applicant,

My name is Ben Martin and I was a Marketing and Sales Intern at Shumaker Technology Group during the fall of 2017. My situation was probably much different than many of you who are applying for an internship at STG. I started off working for Kyle as an intern for a non-profit organization that he is a part of, Local First Mid-Michigan. My internship for Local First was sales based. As an organization, we wanted to gain more board members and memberships. I was fortunate to gain a new board member after the first event I attended. Around two weeks after the event, Kyle offered me a marketing internship at Shumaker Technology Group. I immediately took the internship once he offered it to me. There was no question in my mind that I wasn't going to take it. I had been searching the summer of 2017 for a Marketing Internship, and learning from a close friend of mine what this internship entailed, I took the offer that was given to me.

Shumaker Technology Group gave me everything I wanted out of an internship, but what stood out most was the real world experience that I was given. Fall 2017 was my last semester of college at Michigan State University, and I had a very light class load. Being that I had such a light class load I was able to take advantage of gaining as much real life work experience as I could. I was able to work hand in hand with our Marketing Manager, Andrew Adams. I had an awesome experience with helping create mock-ups for websites, develop promotional items, and help write quotes for clients. Andrew and I worked on many different marketing promotions while I was at STG such as: flyers, cover letters, case studies, and product give-a-ways. While working on the marketing side with Andrew, I was also the key driver in the sales process. I learned to cold call efficiently and effectively, I went to multiple networking events around our area to educate people about STG and our services, and I was able to close the highest number of sales in STG's history. Where I gained the greatest experience was through the "MTA On The Road" conference in October. Kyle and I traveled around the state during the month of October to attend all 9 of the MTA's events. These events are where I learned how to make an effective 30 second pitch to potential customers on STG. My goal was to educate as many people I could during the conference, and show them how STG can help them. I learned new ways to communicate to a wide range of demographics which helped lead to the completion of sales.

The most important aspect of STG is the close knit group that you have the opportunity to work with. These people truly care about you and your success. Coming into this internship I had no experience with website development and document management, but the STG staff takes the time to teach you everything you need to know to succeed. Kyle Shumaker does a fantastic job at making you feel like a valued employee the moment you are hired. YOU matter and YOU can leave a long lasting legacy with this company if you put in the work. This is not a huge corporation where you are just another employee that is never appreciated for their work. The confidence I built from knowing I mattered is what propelled me to such great success at STG. Kyle is

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always willing to help and negotiate any issues that you may have. You are treated as a real employee and are respected as one. With this job you are truly receiving a taste of the real world with a company that wants you to succeed. Kyle puts time and effort into writing letters of recommendation for those who deserve them. Kyle puts in the extra effort to personalize each letter to each employee, and not many bosses will do that for their employees. My overall experience at STG has been phenomenal, and I can't thank the company enough for what they have done for my career moving forward. I would recommend anyone interested in marketing and sales to apply for this job because of the positive effects it will have on the rest of your career. If you have any questions please feel free to contact me at [benmartin55@gmail.com](mailto:benmartin55@gmail.com).

Sincerely,

A handwritten signature in blue ink that reads "Ben Martin". The signature is fluid and cursive, with a long horizontal stroke at the end.

Ben Martin- former Marketing Intern

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