



The Shumaker Technology Group

My time at the Shumaker Technology Group has been a constant learning experience. Since starting in January of 2014, no two workdays have been the same. From visiting Las Vegas for the Consumer Electronics Show to exhibiting at a Michigan Townships Association conference in Michigan's Upper Peninsula, the variety of experience has been more than I ever would've imagined.

While we certainly haven't spent every day traveling to the far reaches of the country, there has always been a productive and valuable experience to be had. I joined Shumaker Group as a Marketing Intern and was quickly given real tasks and responsibilities within the company. At the same time, I was being trained in new areas that I hadn't yet ventured into on my own. There has consistently been an ideal balance of independence and guidance, giving me the freedom to work on important projects with real clients while also having the helpful direction of Kyle and Jacob, the company's leaders, whenever I need it.

Since completing training under the former Director of Marketing, I have been leading most of the company's sales and marketing projects myself, creating and updating marketing materials, developing and maintaining leads, performing software demonstrations, planning for exhibitor events, managing the company's social media, and much more. I've even had the important task of developing a long-term marketing plan for the company as it continues to grow. With the Shumaker Technology Group still being a small company, however, my tasks haven't just been limited to the strictly marketing-related ones, and I've had many opportunities to wear other hats within the company. I've become well-versed in the company's document management software, Content Central, working on back-end configurations and leading client implementations. I've designed website layouts for client projects and actually implemented those layouts as functioning websites, something I couldn't have done before training from the experienced web development team.

There are very few internship programs available that offer such a well-rounded experience as the one offered by Shumaker Group. Instead of enduring a period of underutilization as "the intern" in the office, an intern at the Shumaker Technology Group is straightaway pushed to realize their potential as a respected member of the team. I've enjoyed a period of learning, skill-building, and personal growth in a very real business setting, and I recommend an internship with the Shumaker Technology Group to anyone looking for the same.

A handwritten signature in blue ink that reads "Andrew Adams".

Andrew Adams  
Director of Digital Content

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