



The Shumaker Technology Group

Over the course of my employment the Shumaker Group has provided me with the opportunity to substantially grow as a professional. Right from the beginning I was immersed into a hands-on work environment where I collaborated with other members of the Shumaker Group to develop marketing and sales strategies to further our company. Although new to the company, my opinions were respected and taken into full consideration whenever there was a project at hand. For example, much of my first two weeks were spent rewriting content and making edits to the Shumaker Technology Group website. I also began developing a Google AdWords campaign for a lead we were following in those first few weeks.

One of things I immediately respected and enjoyed the most during my time with the Shumaker Group was the team work involved on a day-to-day basis. Much of what I did relied on other co-workers and vice versa. For example, I was skilled at talking to people and figuring out the specific functions and needs of web-clients, but I couldn't build a website to save my life. I was also poor with design software but I would work alongside others who were proficient in Photoshop or InDesign to create mock ups or demos for leads. Whenever I had a tech-related question I could go around the corner to find answers or receive help.

Working in the technology industry was yet another highlight of working with the Shumaker Group. Technology revolutionizes how people think, act, communicate, and learn and so on. Being on the front line of that was extremely interesting and exciting to see how businesses and municipalities are adapting with technology. Watching government officials and business owners struggle with holding on to traditions and embracing new methods was a profound look at how technology is hardly ever a simple advancement, but rather a battle of new and old. This provided a challenge, but one I was eager to take on because I believe that new technologies are inherently a good thing.

My lack of an intensive technological background meant that I had to learn many new things and stay updated on the latest technology trends. This was welcomed with open arms, because learning is something I never want to stop doing. This type of sales was also new to me and something I greatly appreciated. I'm used to over the phone sales, but the Shumaker Group gave me the chance to meet with leads and clients to discuss their needs and wants. This was a much more personal type of sales and truly one of my favorite parts of the job. Getting to travel and give demos and presentations to groups of people was a great learning experience. This part of the job also meant that I wasn't stuck in the office for the entirety of my employment. The travel and meetings offered a nice change of pace so that there were not many weeks that seemed the same as the last.

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Without delving into all of the different markets we focused on, the assortment of markets we pursued also meant that I was constantly adjusting my sales strategies to best fit the next target. This also provided a measure of fluidity in my daily work by making sure I stayed on my toes. Aside from the sales aspect, working with clients and creating videos were another great part of the job. I thoroughly believe in practicing user-centered design, which is a principle I have worked into my sales and something I was able to do on a fairly regular basis. Overall, this opportunity gave me a chance to learn sales, marketing, and business practices in a very much hands-on experience and I am better off because of it. If you can think on your own and on your own feet – then this is definitely a good fit for you!

A handwritten signature in blue ink that reads "Andrew Bandt". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

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