



The Shumaker Technology Group

Joe Stewart

Sales/Marketing Intern

12/17/19

STG Sales/Marketing Internship

Working as an intern in the fall of 2019, I assisted the STG team with sales and marketing for the company. Worked closely with Kyle and had the opportunity to not only help out with sales and marketing, but also gain valuable work experience that helped me grow as a professional. At STG, I was given the opportunity to work flexible hours while also being a full time Student Athlete at Michigan State University. Tasks I was able to assist in involved following up with prospective leads after MTA on the Road events, developing in depth website critiques for townships and businesses, as well as assisting in the development of the full on marketing plan for STG's new Soar Over It drone business. Throughout my time at STG, I was given the chance to be treated as an equal, and make a real impact with the company in just a limited amount of hours able to work.

Although just being an intern, my ideas and insight was valued right from the start. After a few weeks of training, I was immediately immersed into the company to start making an impact in any way I could. This is not an internship where you will be out getting coffee or doing busy work. You are given the chance to see what it's like to work a real career in marketing and that is something you aren't going to get at all places. One of the main things I was concerned about when I began searching for a potential internship opportunity at STG was that my knowledge in Technology is not very

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extensive and I didn't have much prior knowledge in website development. With the knowledge I gained in training however, I was able to form website critiques that were accurate and thorough helping businesses or municipalities improve their current websites. My knowledge in technology did not hold me back, I was given the proper training and using prior leadership experience I had, I was able to be successful regardless of what I knew about technology prior to working at STG.

One of the more valuable things I was able to do in my time at STG was attend the Business Networking Events (BNI) for the Okemos chapter. While Kyle was on the road for the MTA events, I was asked to attend the events and represent STG. BNI is a local business network referral organization where businesses come together to talk about what they are doing as well as ask for any referrals from the other local businesses to help out with your company. I was asked to public speak on behalf of STG in front of 50+ local businesses at the largest BNI chapter in the state of Michigan. This allowed me to get valuable experience speaking in front of others as well as interacting with other local business owners in a professional manner. Talking in front of this group of people gave me the opportunity to see how a group of successful local business owners conduct themselves. By the end of my last event, I was able to confidently say that attending these sessions helped me learn things that can't be taught by just sitting in an office cubicle all day. It taught me how to network and conduct myself as a professional and that was one of my main goals out of an internship.

In my time at STG, we were working on our plans for the Soar Over It drone photography and video program. I was given the responsibility of conducting market research, and using that research to

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develop a marketing plan for the program. All my insight on the topic was taken with strong consideration, and all my ideas were heard throughout. Along with helping develop the social media for the program, I was given the chance to do work on the topic, come up with a plan on things, and see that plan develop into something that will help STG moving forward. This was a category I was able to work closely on throughout my time at STG and an area that is going to be very strong in the future.

My time spent at STG might not have been as long as I would've liked, but I was given the chance to make an impact at a company while maintaining the task of being a full time student. If you are looking for an internship that is going to teach you a lot about how to conduct yourself professionally along with developing your experience in Sales and Marketing, this is definitely something you should consider pursuing.

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