



The Shumaker Technology Group

To Whom it May Concern,

My name is Max Semeyn and I was a Sales & Marketing intern during the Spring Semester of 2018. I am writing this to highlight my experience at Shumaker Technology Group as a whole and to help you understand what to expect in this position. Although, before I dive into the specifics of the company and my specific position, I will provide you with a little background on myself to help provide context to what I am explaining. I started the internship during my final semester at Michigan State University. My role was different from anyone else's in the fact that I had a strong graphic design background. Because of this, I was given the choice of utilizing that skill during my day to day operations. Given that I wanted to utilize this valuable skill, my time was split between the two roles of sales & marketing and graphic design. With that being said, you should know that I truly enjoyed my position. I was able to not only work with existing clients and attain new ones, but I was able to meet with them, understand their "vision" for a new website, and create my own work of art to prove to them that Shumaker Technology Group could help their vision come to life. In the end, this gave me the most rewarding internship that I have ever done and led me to build upon my skill and attain new skills to use in the workplace both inside and outside of STG. If you are given the chance to work here, and you accept your offer, you will not regret your decision.

Although, on the same note, if you are looking for an easy internship for university credit or just to build your resume, this internship is not for you. This internship requires a lot of time, learning, and effort. If you have the drive to become better acclimated to the what is to come after graduation, then this is the right place for you. At Shumaker Technology Group, you are faced with new challenges every day. While you are technically an intern, you are faced with duties of a full-time employee. As a sales & marketing intern, I prospected new clients, made cold calls, sent out email blasts, strategized new marketing plans to hit existing and new target markets, and even met and presented to prospective businesses in person. It was roles like these that make this internship so rewarding. You develop your own client base and interact with them while utilizing our own customer relationship management system (CRM). This faces you with the challenge of time management and being able to balance your time across your personal clientele as well as balance any other tasks you are given. For me, I continuously prioritized my clients to better manage my time in the office and made sure that my important clients were dealt with first. I did this to free up my time for graphic design. Through this, I created numerous marketing pieces that we used in social media and also

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helped improved upon our existing marketing materials by modernizing designs and performing redesigns when necessary.

As you can see, from my experience especially, this internship is nothing short of challenging. It is challenges like these that help shape you into a more well-developed, business minded employee. You will experience things and be given opportunities that you will not receive anywhere else. You will be given the flexibility to step out of your comfort zone and will develop skills that you never knew you had. It is because of this that by managing your time efficiently, you will be able to interact with prospects and clients outside of the office setting, like a full-time employee and build upon your existing core business skills. This will be an internship that I remember for the rest of my life. I now carry skills with me that I never had before and will use them in my future jobs and in life in general. If you are like me and are looking for a real-world experience, then I highly recommend working for Shumaker Technology Group. Additionally, if you have any more questions about my specific experiences, you are welcome to contact me.

I truly hope this has opened your eyes about the company and the internship program that it offers and I hope that this has helped shape your decision if The Shumaker Technology Group is the right fit for you.

Best Regards,

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