



PARTNER COMPANIES

Jaymie Shook  
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To Whom It May Concern,  
Sophia Kirschner completed a summer internship with Wheaton World Wide | Bekins Van Lines from May to June 2023. As Marketing Intern, she reported to the Director of Marketing Communications and worked alongside the Communications Specialist and the Sales & Marketing Administrator.

During her time in the internship, Sophia spent time with many individuals to learn what their job entails and how it is used in the marketing process. These individuals included the Wheaton | Bekins Controller, who discussed the marketing budget; the Senior Business Analyst, who collects market share data and predicts changes in the industry; and the Regional Sales Directors, who educate network salespeople and discuss trends and goals and gather feedback from agency owners.

In her role, Sophia put what she learned into practice by researching and writing blog posts, internal communications app posts, workbook sections and social media posts. With feedback from the Communications Specialist, she brainstormed topics audiences could relate to and researched them online before interviewing Wheaton | Bekins employees and network members on the topics.

As for the branding side of the marketing process, Sophia spent time getting familiar with the Wheaton and Bekins brand guidelines and learning how network members were connected to headquarters. She used what she learned to audit agent websites to make sure they all fit website guidelines from corporate.

One special event Sophia was able to take part in alongside the Communications Specialist and the Sales & Marketing Administrator was a branded photo shoot. She helped from the planning stage through the execution stage, scouring the Wheaton and Bekin websites for pages that used stock photos and adding them to the shot list, and making suggestions during the photo shoot to save time.

Sophia's perseverance, attention to detail, and self-motivation were helpful in the marketing internship. I look forward to seeing her grow in her marketing career as she dives deeper into marketing at the University of Miami.

Sincerely,

Jaymie Shook  
Director of Marketing Communications