

Latham Hi-Tech Seeds

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Agricultural Business and Public Relations
Junior
2015 Marketing Intern



I am originally from a grain and livestock farm in northeast Iowa, I have always had a passion for agriculture and interest in writing and interacting with others. I have been working with Latham Hi-Tech Seeds in their marketing department since May 2015, and will continue employment full-time after graduation.

My employment began with Latham Hi-Tech Seeds during a 14-week internship as a marketing intern. I enjoyed the variety of tasks assigned, giving me the opportunity to experience and learn an assortment of skills. I spearheaded a Latham Hi-Tech Seeds Dealer Recognition Project for the 2015 Dealer Kick-Off Event, which included video interviewing dealers the creating videos of dealers that received either top sales or years of service awards. I also

worked on Latham's social media accounts, generating content to engage followers I also contributed to Latham's blog, thefieldposition.com, writing on various topics in the agricultural industry. Lastly, I worked on various design projects from table tents to flyers and digital designed content used on thefieldposition.com.

I will graduate in May of 2016 and will become a full-time member of the marketing team in 2016 as a marketing coordinator. I am looking forward to continuing my work there, and is thankful for the networking opportunity built through the ISU Agricultural Business Club.