

Ian Gillan

Summer 2016 - DHG Internship

Dixon Hughes Goodman (DHG) is a public accounting firm based in Charlotte, NC. This past summer, I was fortunate enough to be offered a twelve-week internship in DHG's Greenville, SC office. In cooperation with my boss, Sewanee alumnus, Alice Grey Harrison, I helped refine the firm's marketing strategy, specifically, the firm's presence on social media.

After reviewing the respective social media channels of each firm on *Accounting Today's Top Twenty* poll, I selected six firms to follow on four separate channels: facebook, Twitter, LinkedIn and YouTube. Later, I was instructed by Alice Grey to expand my research by adding four of DHG's sister firms: Moss Adams, BKD LLP, Eisner Amper, and Clifton Larson Allen. Many of the firms, especially the larger ones, had as many as seven or eight subsidiary accounts on each channel, so the amount of research to be done was significant. During the first six weeks of my internship, my daily routine consisted of recording and categorizing the content generated by each firm. After collecting the data, I put it into spread sheets, then converted those spreadsheets into pivot tables and graphs. Prior to arriving in Greenville, my knowledge of Microsoft Excel was limited; however, I improved dramatically during my time at DHG, due in large part to the training and guidance provided by several of my coworkers. Using the pivot tables and graphs, I assembled a powerpoint presentation that I delivered to both Alice Grey and several other members of DHG's marketing team. The feedback I received was informative, allowing me to understand the areas in which my presentation lacked and excelled. The social media presentation, which I finished in the first half of my internship, was the most significant piece of work I did for the firm all summer.

DHG, Alice Grey and many in the Greenville office did a great job making me feel welcome and comfortable. The relaxed, inclusive and friendly office culture cultivated by DHG was the most enjoyable aspect of my internship experience with the firm, however, there was

some downtime between projects, so don't be shy about asking for things to help with around the office. I would recommend this internship to other students as I learned much and am grateful to have had the opportunity.