



Transform Early-Career Recruitment with Micro-Internships



PARKER DEWEY

- **How Parker Dewey Helps You:** Parker Dewey's platform helps organizations access, engage, assess, and hire early-career talent.
- **How Do We Do This:** Connect you with a highly-motivated talent pool through short-term, paid professional assignments (Micro-Internships) which we created in 2015.
- **Who Are Parker Dewey Micro-Interns:** Our platform offers a nationwide network of diverse college students and recent graduates, providing them with real-world work experiences to improve hiring outcomes.

At Parker Dewey, we're not just filling positions — we're building bridges between education and employment one Micro-Internship at a time.



FLEETCOR® Smith+Nephew



Microsoft



HubSpot



JLL



NORTHROP GRUMMAN

Welcome to a
New Era of
Early-Career
Hiring

What are Micro-Internships

Micro-Internships are **short-term, paid, professional projects** that can be completed **on-demand** by highly motivated early-career talent.

- **Projects**: Involves a specific deliverable, as opposed to ongoing or regularly scheduled tasks
- **Short-term**: Typically a total of 10-40 hours of work by the Micro-Intern
- **On-demand**: can be done year-round, with no administrative burdens (payroll, legal, etc.)
- **Paid**: Fixed cost to make it simple, usually \$200-\$600 per project
- **Professional**: Similar to what would be assigned to an intern or new hire

Micro-Internships provide a valuable way to **access, engage, assess, and hire** for traditional internships and full-time roles.



Post a Micro-Internship in 3 Easy Steps

1

Post Your Project

Think about the tasks you want done, but don't have the time for or aren't the best use of time for you or your team.

2

Select Who You Want

You'll only see candidates who have proactively expressed interest in completing your assignment.

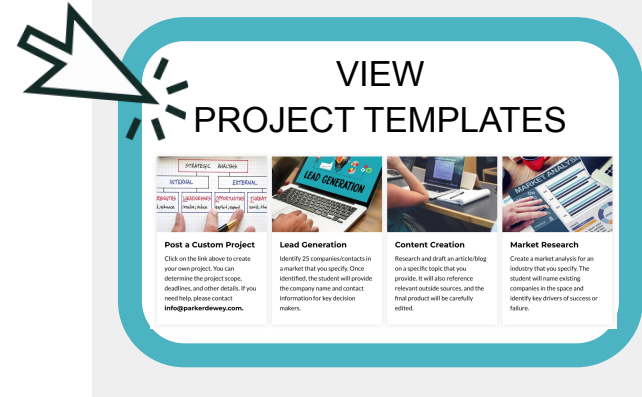
3

The Work Gets Done





You can communicate with the student as much or as little as you want and in whatever way is easiest for you.

Easy by design

- Helps busy professionals get work done
- Allows employers to harness the recruiting benefits



VIEW PROJECT TEMPLATES

 Post a Custom Project Click on the link above to create your own project. You can determine the project scope, deadlines, and other details. If you need help, please contact info@parkerdewey.com .	 Lead Generation Identify 25 comparable contacts in a market that you specify. Once identified, the student will provide the company name and contact information for key decision makers.	 Content Creation Research and draft an article/blog on a specific topic that you provide. It will also reference relevant outside sources, and the final product will be carefully edited.	 Market Research Create a market analysis for an industry that you specify. The student will name existing companies in the space and identify key drivers of success or failure.
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Use a Template or Create Your Own



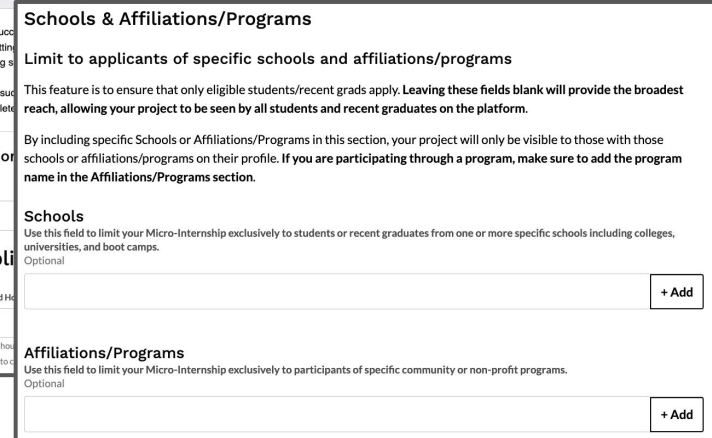
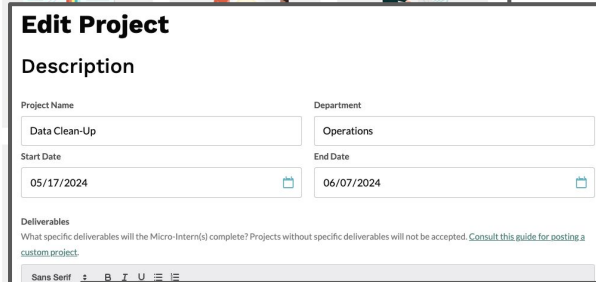
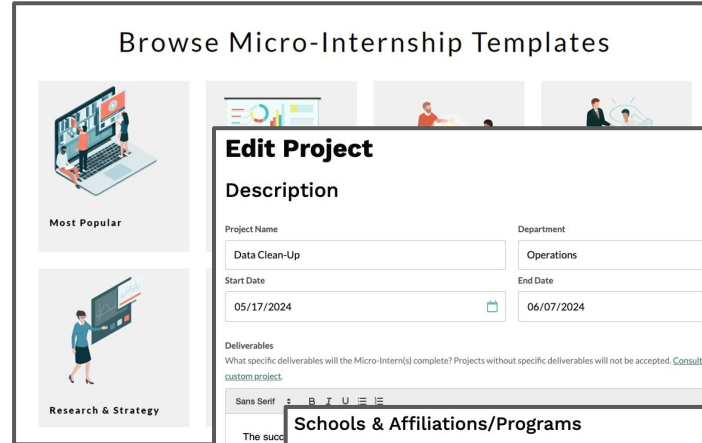
What needs to be done



Deadline



Any other details



Select the Micro-Intern(s), and the Work Gets Done

Only see candidates who have proactively applied

Filter Sort

Filters Reset Filter Sort By

All (7) Favorites (0) Hidden (0) Selected (1)

Name	Education	Grad Date	Date Applied	
Applicant Name	Northwestern University Integrated Marketing and Communications	12/15/2024	8/2/2023	✓
Applicant Name	Fairfield University Finance	5/9/2025	7/30/2023	☆
Applicant Name	Morgan State University Business Management	5/12/2025	7/31/2023	☆
Applicant Name	Delaware State University Mass Communications	12/16/2023	7/27/2023	☆
Applicant Name	Morgan State University Marketing	5/28/2026	7/31/2023	☆
Applicant Name	California State University Dominguez Hills Biology	5/11/2024	8/3/2023	☆
Applicant Name	The University of Texas Rio Grande Valley Marketing	12/14/2023	7/31/2023	☆

View student profiles, LinkedIn profile and/or portfolio documents

EDUCATION

Florida International University, Drexel College
Bachelor of Science in International Trade and Commerce
Concentration in International Trade and Commerce
• GPA: 3.26
• 2019-2021 Drexel Law
• F.I.U. International Trade Scholarship Recipient

WORK EXPERIENCE

Northwestern University
Event Marketing Intern
May 2021 - August 2021
• Assisted in event execution for Altria Live by reflecting updated information, creating event product program, and building 70 surveys to distribute to 10,000 attendees for post-event tracking
• Conducted event marketing research and educational resources for the Altria Live program website
• Built promotional email marketing campaign for Altria Live to recruit event marketing support
• Led and planned the Altria Live Live event for one team member

SKILLS

• Analytical and quantitative aptitude to assess proper flow of inventory
• Analyzed trends to create sales to make accurate and reliable predictions
• Designed a daily daily schedule based on employee capabilities and needs
• Conducted the shipping process for 17 units of basic shoes, ensuring proper

Job Learning

• Managed all social media platforms and created daily content calendar
• Planned and executed marketing campaigns to increase customer demand
• Analyzed web traffic and applied targeted content to create marketing
• Organizational aptitude for the day-to-day content flow

EXTRACURRICULAR ACTIVITIES

Member of United States & Institute

- Worked on and signed contracts for 100+ students and faculty
- Acted as OHSU representative and representative speaker at campus and area
- Created social media marketing content for OHSU events, website, and social

Freelance Copy Pro

Skills:

- Enhanced professional and leadership skills as they relate to a global world
- Proven organizational work habits for Commerce and Business School

SKILLS

- Proficient in all Microsoft programs Word, Excel, and PowerPoint, etc
- Certified by Amazon of Course (CPI) in handling, unified, and installation

STUDENT WORKER

Northwestern University
Student Worker for Department of Marketing
May 2019 - May 2020 (10 hrs/week)
Business College Station: Three Area
Assigned to clerical tasks at the Business Department as a Data Entry and organizing student events.

Review short-answer questions to quickly make a decision

FIRSTNAME LASTNAME Actions

School: University of California Merced
Major: Applied Mathematics (Bachelors)
Computer Science & Engineering (Bachelors)
Graduation Date: 12/15/2023
Approve Applicant for this Project
Send a Message

Responses

APPLIED

Why do you think we should select you for this opportunity?
I am truly interested in using data analysis and machine learning to help patients to maximize the good outcome of their health. I had project experience in predicting student performance using various predictive models in R based on socioeconomic data. Through another machine learning project, I solved classification problems in Python with Google Colabs IDE. Various models were applied such as logistic regression, support vector machines, and multi-layer perceptron (MLP) using SciKit-learn and Keras. In addition, I performed hyperparameter tuning (batch size, epoch, optimizer, layer, node) on MLP to optimize the running time and prediction accuracy by 2%. With the skillset and experience that I had, I am ready to gain meaningful insight from the data and make reliable and effective predictions of the patient risks in this opportunity.

FIRSTNAME LASTNAME

Personal Statement
I am an analytical, organized, and proactive mathematics major with coding experience, looking to build awareness of potential career paths.
[Resume](#)



The Work Gets Done



Kickoff conversation with supervisor

Company and student connect real-time via phone, Zoom, etc. to share whatever needed materials (templates, examples, etc.)



Students use available resources

Micro-Interns use resources available to them such as in-class examples, faculty, alumni mentors, etc.) and through Parker Dewey to complete the projects



Inherently motivated

Over 98% project success rate as students strive to exceed expectations and projects are scoped to be appropriate for college students/recent grads



Ongoing support, including Success Checklists

Parker Dewey's Client Success team is available to answer questions at any time. Parker Dewey also administers each Micro-Internship: payroll, HR documents, taxes (if needed), etc.



Why Micro-Internships Work for Students

This is how students want to be recruited

Access

75%

of college students are eager to explore career paths during their first two years in college

Engage

71%

say the traditional recruiting processes does not allow them to accurately demonstrate skills

Assess

95%

say real, short-term work experiences are how they want to be recruited and select the right opportunity

Convert and Start



Why Micro-Internships Work for Employers

Build relationships and hire students based on their work

Access

>5,900

Post-secondary schools and academic programs accessible via the Parker Dewey platform

Engage

80%

Micro-Interns selected come from historically underrepresented backgrounds

Assess

97%

Companies indicated that their Micro-Intern met or exceeded their expectations

Convert and Start

98%

Students completing Micro-Internships stay in first job after college for >1 year (compared to 45% for early-career hires)¹



Real Assessment Built Into the Process

Gain insights on 12 key attributes that are vital for great hires, but are difficult to evaluate

Application process

- **Self-starter:** Proactively signs up, creates a Parker Dewey profile, and applies to your project
- **Attention to detail:** Submits well-written, error-free application question responses
- **Interest:** Demonstrates a drive to learn about your industry or organization by applying
- **Diversity:** Showcases insights and perspectives based upon their experiences

Project engagement

- **Communication:** Actively communicates project updates and questions
- **Empathy:** Understands the goals of the project manager, including their desired outcome
- **Coachability:** Wants to learn and improve by applying positive and constructive feedback
- **Timeliness:** Meets deadlines and turns in deliverables to hiring manager as agreed

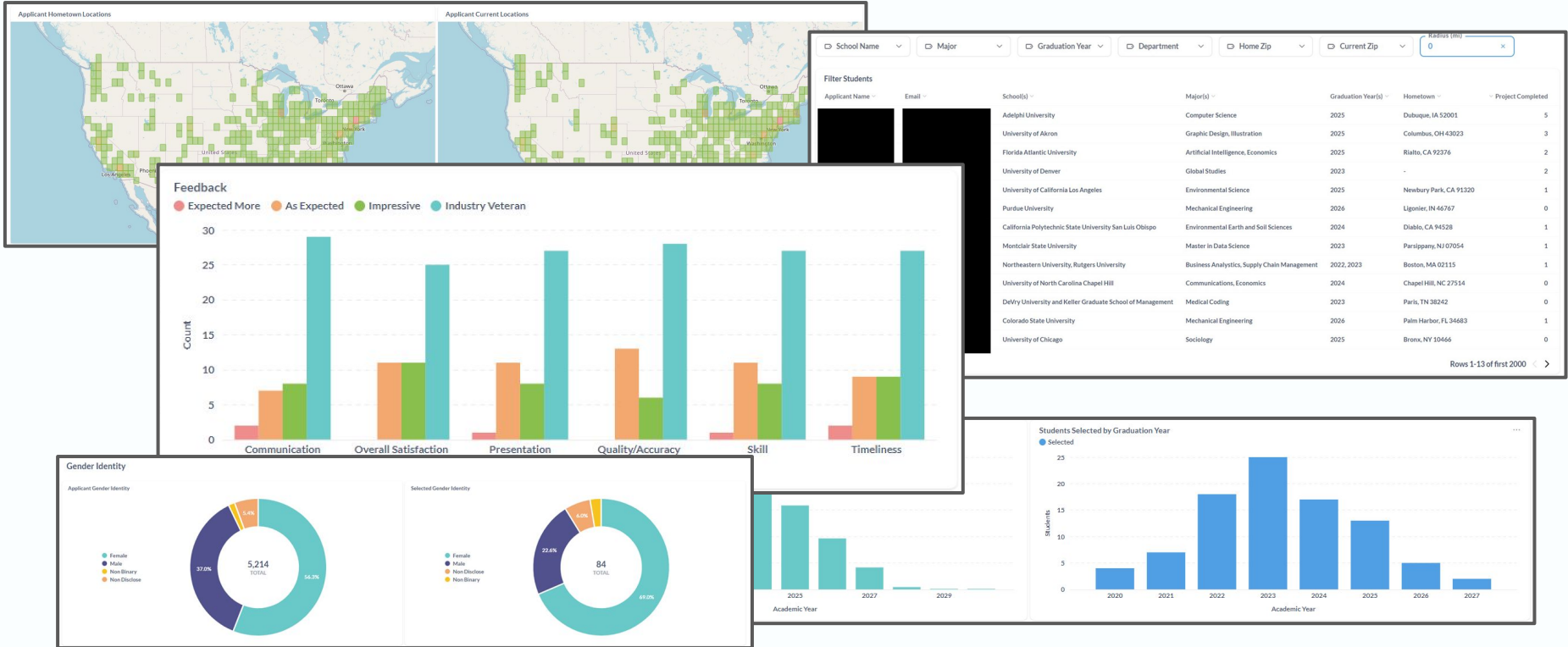
Work product

- **Problem solving:** Illustrates the ability to think critically in order to develop high-quality work
- **Role-specific skills:** Demonstrates the skills required to produce the final product
- **Intellectual curiosity:** Shows a genuine enthusiasm for the work and exploring new ideas
- **Professionalism:** Presents deliverables in a manner appropriate for the workplace



Parker Dewey+

Build Your Talent Pipeline, Measure the Impact with On-Demand Data



Learn More About Parker Dewey+

Save your seat

Data-Driven Recruiting with Parker Dewey+
Live webinar next week

<https://info.parkerdewey.com/parkerdeweyplusoverview>



Meet with the Parker Dewey Team

Discuss how Parker Dewey+ can support your
recruiting goals

<https://info.parkerdewey.com/demo-request>





Your team defines the goals, our team handles the rest.



After defining your goals, our team designs the project, markets and manages the program, and support students so you can focus on your job.



You (or your hiring managers) do the fun stuff including kicking off the project with students and hearing their presentations.



You get all of the candidate data, skills insights, and recommendations to keep high-potential candidates engaged.

Sample Micro-Internship Programs



Hiring Right Now? Job Audition

Provide a dynamic and engaging experience for candidates, allowing them to showcase their talents and fit for a specific role you need to fill.

Project Examples

SALES: Students will research one of our products, develop a 5-minute pitch deck and deliver the presentation via Zoom/Teams.

HR: Identify best practices for new hire onboarding and develop a one-page PowerPoint slide that summarizes findings, recommendations and supporting evidence.

Case Study

Smith+Nephew

British medical device company, Smith+Nephew, hired 12 candidates to complete a “Sales Audition” project.

- Led to 5 full-time hires
- Lowered the cost-per-hire by over 70%.

Why It Works

- Enhanced candidate assessment
- Improved hiring accuracy based on demonstrated capabilities
- Transparent evaluation process where candidates understand exactly what is expected of them



Transforming a Role Into Targeted Micro-Internships

Parker Dewey Consults with Companies to Identify Appropriate Projects that Align with Open Roles

Job Description: Entry-Level

Data Marketer

Assist in gathering, analyzing, and reporting marketing data to drive campaign strategies and measure effectiveness. Support content strategy and marketing initiatives through data-driven insights, competitor analysis, and performance metrics.

Provide recommendations based on key findings to enhance campaign performance and strategic direction.

Project Ideas

Data Clean-Up and Visualization

Verify and standardize marketing data entries to maintain accuracy, supporting reliable analysis and campaign planning

Skills: Attention to detail, data validation

Content Performance Reporting

Compile and interpret content engagement data, offering actionable insights to refine and optimize marketing strategies.

Skills: Basic reporting, Excel proficiency, critical thinking

Competitive Campaign Analysis

Research competitor marketing campaigns to identify effective tactics and provide recommendations on how to strengthen our competitive edge.

Skills: Market research, creative thinking, presentation skills

Hiring in 3-6 months? Campus Ambassadors

Expand employer brand awareness, build meaningful relationships, identify prospective candidates, and keep students still completing their degree engaged prior to graduation.

Project Example

Campus Ambassadors will develop and execute a student engagement strategy for their campus to introduce potential candidates to the organization.

Ambassadors can be from target schools or promote your brand at new colleges.

Case Study



Commercial and residential manufacturing company, Trane Technologies, used Campus Ambassadors to engage students at target schools and to grow its network to reach engineering talent nationwide.

Benefits

- Enhanced employer brand awareness
- Authentic engagement through peer-to-peer tailored outreach
- Continuous engagement and valuable insights on campus trends and student needs



Hiring in 6+ months? Early ID

Introduce your organization, build relationships, and demonstrate your employer brand to get on the radar of high-potential students just starting their academic program

Project Examples

AI Research: Create a written report of the ways AI is being used to improve operations in the XYZ industry.

Cybersecurity: Prepare a presentation highlighting new and emerging trends in cybersecurity and recommendations for how we should tailor our strategies.

Case Study

The logo for Xylem, featuring the word "xylem" in a lowercase, blue, sans-serif font.

Global water technology company, Xylem, expanded beyond 4 target schools.

- Engaged >3K students across 800+ schools
- Program serves as a feeder to summer internship program

Benefits

- Continuous pipeline of high-potential candidates
- More engaged candidate base
- Better prepared interns and new hires



Pilot Program: \$5,000

Includes:

- **10 completed Micro-Internships** aligned to your hiring needs
- **Insights on 50+ engaged candidates** within your targeted talent pool to jumpstart 2025 hiring
- **Detailed, performance-based feedback on candidates from hiring managers**, enabling data-driven evaluations beyond resumes
- **Access to Parker Dewey+ Candidate Intelligence Platform** through June 30, 2025 with metrics on engagement, selection, DEI, reach, and more to shape a focused and successful talent strategy

Typical benefits:

- **Access:** Reach 5,900+ post-secondary programs including 100% of HBCUs and HSIs
- **Employer brand:** >3x increase in applicant volume from target applicant pools
- **Efficiency:** 70% time savings in assessing candidates
- **Conversion:** 35% improved intern-to-full-time conversion
- **Cost:** 60% cost savings compared to traditional recruiting methods
- **Satisfaction:** 98% of hiring managers and 99% of students recommend

Why Now?

Achieve Key Metrics: Ensure you meet key goals with the ability to rapidly impact metrics including volume, DEI, campus reach, conversion, cost-per-hire, and candidate / employee feedback.

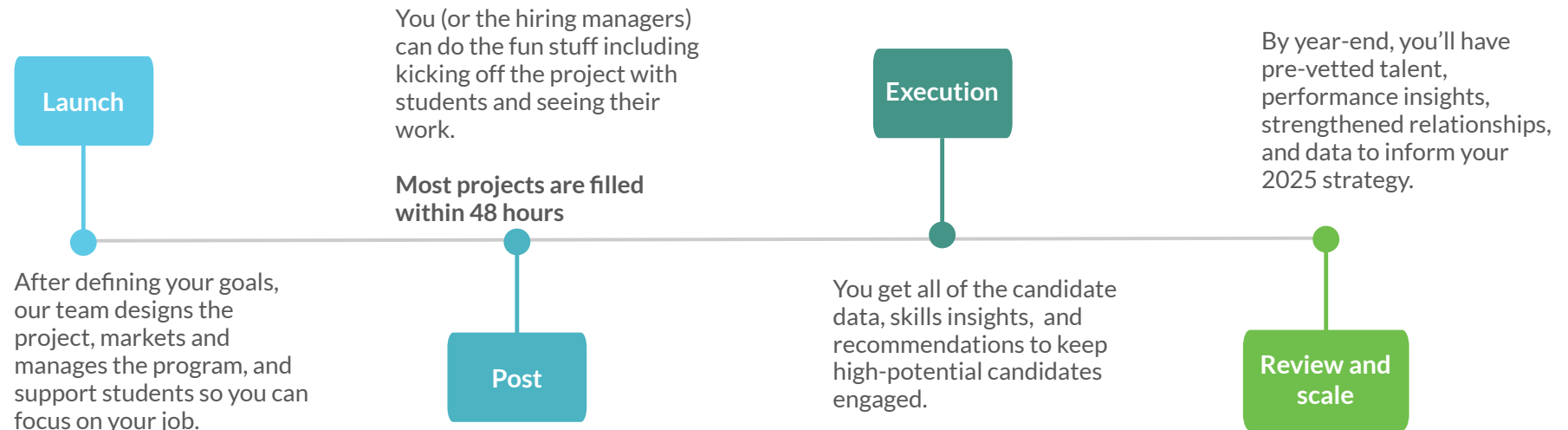
Keep Candidates Warm and Hiring Managers Happy: Leverage the connections you've already made—keep engaged candidates warm, gain insights into key skills, and give hiring managers pre-qualified talent to fill roles faster.

“Insurance” for Last-Minute Hiring Needs: Stay prepared for unexpected shifts, including new role requests or candidate reneges, with a flexible, always-ready pipeline.

Jumpstart Your Future Talent Pool: Build early relationships with top candidates now to secure a strong talent pipeline for a successful hiring season.

Gain Insights to Guide 2025 Strategy: Collect and leverage data to assess program impact and optimize your early-career programs for next year and beyond.

Pilot Program Launch Plan

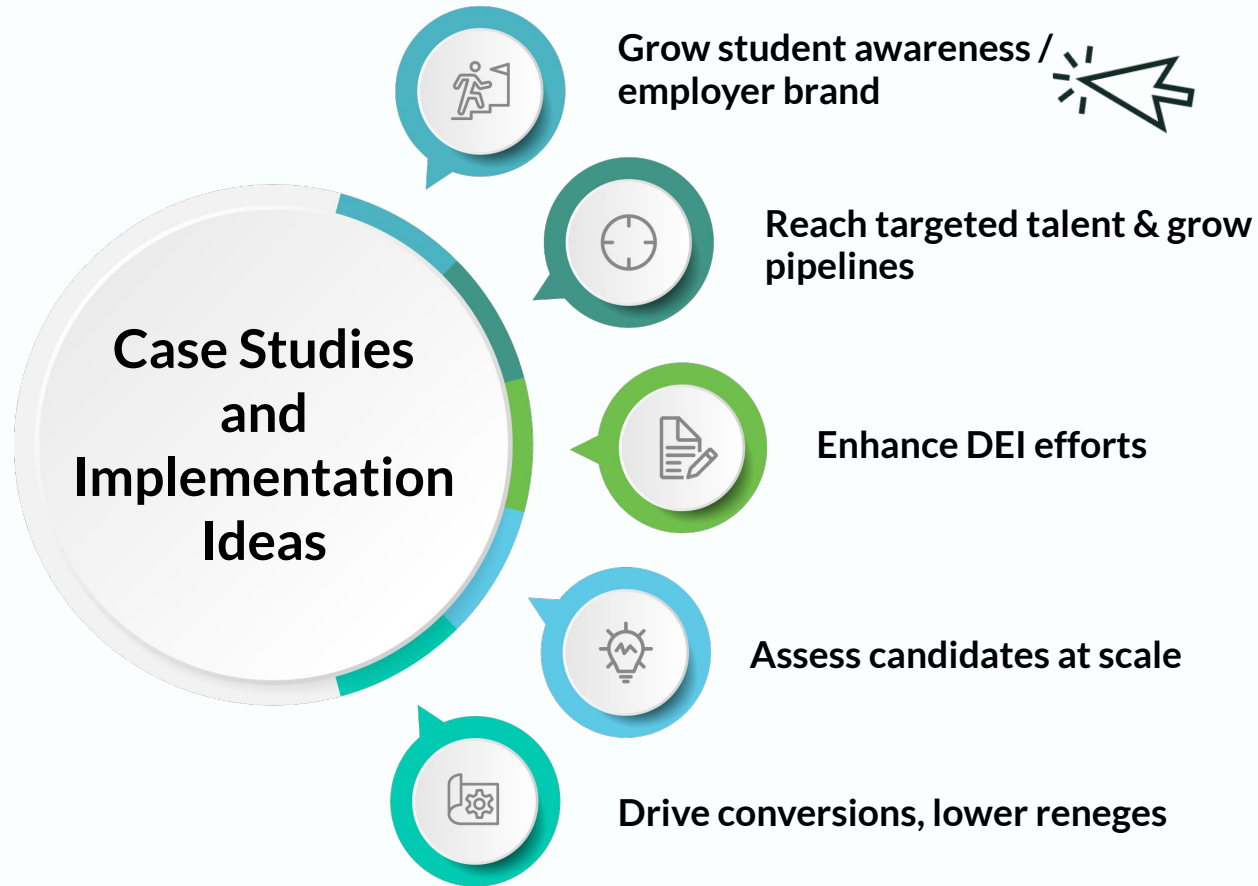


Outcomes:

- Achieve Key Year-End Metrics
- Keep Candidates Warm and Hiring Managers Happy
- “Insurance” for Last-Minute Hiring Needs
- Jumpstart Your Future Talent Pool
- Insights to Guide 2025 Strategy

What hiring challenge can Micro-Internships help you solve?

These easy-to-implement ideas are based on YOUR early-career recruitment goals and complement your existing strategies.



Next Steps



- **Post a Micro-Internship**
- **Incorporate into your Campus Recruiting Efforts**
 - Offer Micro-Internships before you visit campus to reach prospective candidates and engage them earlier.
 - Showcase Micro-Internships during career fairs, info sessions, and other recruiting events.
 - Use insights from Micro-Internships to assess candidate skills beyond resumes or interviews.
 - Keep candidates warm by offering Micro-Internships to those who have expressed interest, attended events, or received offers.
- **Schedule a time to discuss your specific goals**



Grow Student Awareness / Employer Brand

- Help students to understand who you are and what you do (B2B, small organizations, certain industries, etc.)
- Address brand perception mismatch (students not realizing Pepsi has tech roles or Microsoft has HR)

Actionable ideas

- Promote Micro-Internships in advance of career fairs, info sessions, and other on-campus events to drive interest
- Post projects that highlight hiring needs in multiple departments, not just the ones you're known for

75%

of students want to explore careers unrelated to their degree, but lack clear starting points for learning about unfamiliar roles, companies, and industries in their career planning.

[Student Sentiment Report](#)



Corpay[^]

FLEETCOR[®]

“I had no idea who FleetCor was when I applied [to the Micro-Internship].”

[Jessica, Class of 2022,](#)
[Accepted full-time role with](#)
[FleetCor](#)



PARKER DEWEY



Reach Target Talent & Grow Pipelines First and Second-Year Students

- By the time students are ready for traditional internships, they already have preconceived notions about what types of companies and industries they want to work in
- Multi-talented students interested in multiple career options may be hesitant to start exploring with long-term commitments

Actionable ideas

- Post research-based Micro-Internships that allow students to learn more about your industry as they do the project
- Invite students who have shown interest in your Micro-Internships to apply for your traditional internships in the future

64%

of students are considering career options by 2nd year or earlier.

Smith+Nephew

“Someone who’s open to learning is critical to us... that’s who we strive to hire in that first and second year, to pull through to their junior and senior year and then to full-time.”

Alison Keefe

Director of Emerging Talent



PARKER DEWEY



Enhance DEI Efforts

- Hiring managers may have unintentional biases that have led them to prioritize specific schools or backgrounds
- Nontraditional students, first-generation students, and student-athletes often don't have time for traditional internships
- Candidates remain focused on belonging, and are cynical about messaging

Actionable ideas

- Offer Employee Resource Group (ERG) members opportunities to work with Micro-Interns, building relationships valued by both employees and candidates alike
- Post Micro-Internships during academic breaks for students who can't afford to not work during that time, but are still hungry for industry experience



“You don't really know how you'll work with a person until you actually work with them. With this, you get to...make sure your working styles match.”

Bhavana Singh,
Three Moons Consulting



"It's about finding that right fit... This goes much deeper than what one can simply read or discover at a career fair."

Nyauni, Class of 2023



Assess Candidates at Scale

- Resumes and interviews don't provide enough insights to evaluate skills
- Time consuming "top of funnel" processes limit time available to focus on the key candidates

Actionable ideas

- Use Micro-Internships as mass auditions for specific roles (eg sales) to efficiently gain insight on candidates' skills
- Offer projects that mirror actual job tasks, allowing you (and candidates) to better gauge fit earlier in the process

29%

of students feel that the typical recruiting process allows them to showcase their full range of skills and aptitudes.

[Student Sentiment Report](#)

"After a pilot, we're now expanding the program and collaborating with managers to promote this skills-centered approach."

[Karen Lutz,](#)
[Vice President Talent and Leadership Development.](#)





Drive Conversions, Lower Reneges

- Limited relationships between candidates and hiring managers increases the risks of reneges
- Candidates feel disconnected from the company when the recruiting process ends

Actionable ideas

- Offer Micro-Internships to interns you've already identified as target talent or those you've extended offers to, keeping those relationships warm and reducing the risks of renege

“After hosting a few Micro-Interns, we made multiple hires the next year; the candidates had a great experience and learned what our company was about, which led them to accept offers *and* tell their peers about what our company had to offer.”

Shannon Wade
Early Career Recruiting Lead



“Micro-Internships helped me decide if this is actually a career path that I wanted to take.”

Rodney
Class of 2023

