

Creating Your Own Opportunities with Micro-Internships



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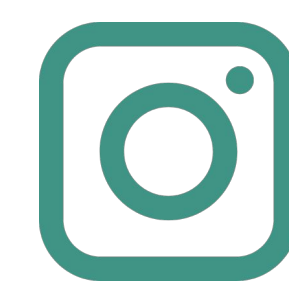
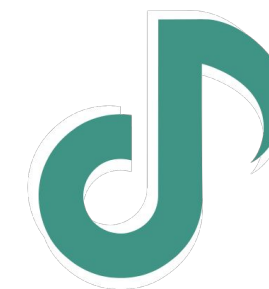


Your Featured Speaker



Jade Walters is a multi-hyphenate marketer, consultant, and creatorpreneur working at the intersection of early career recruiting and brand storytelling.

Inspired by struggles during her post-grad job search, Jade launched **The Ninth Semester**, an award-winning early career platform supporting 250,000+ students and grads as they design their dream careers.



Challenges you may be facing



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Legend F.

- Filtered out from other opportunities based on GPA
- Unsure of what to do with major



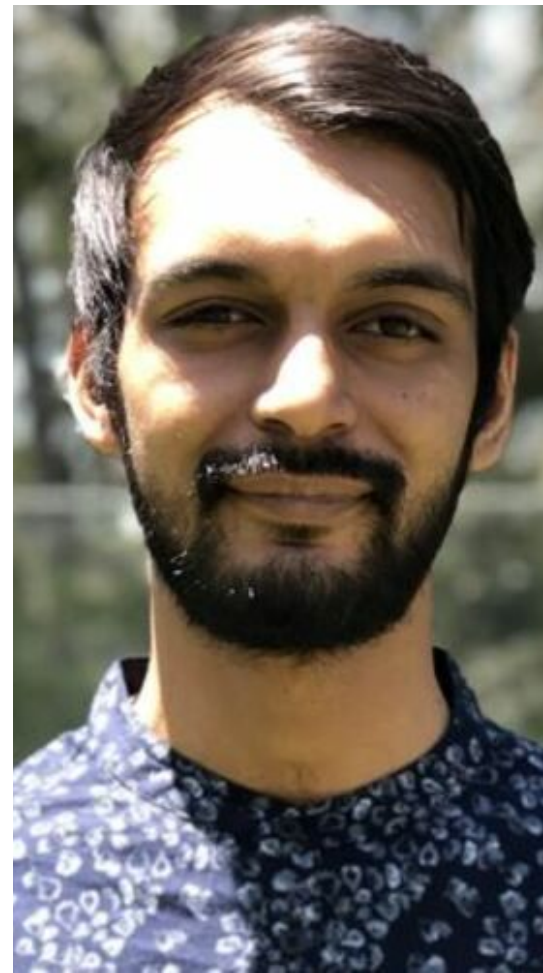
Adila G.

- Student-Athlete
- Graduated with MBA, but lacked relevant experience



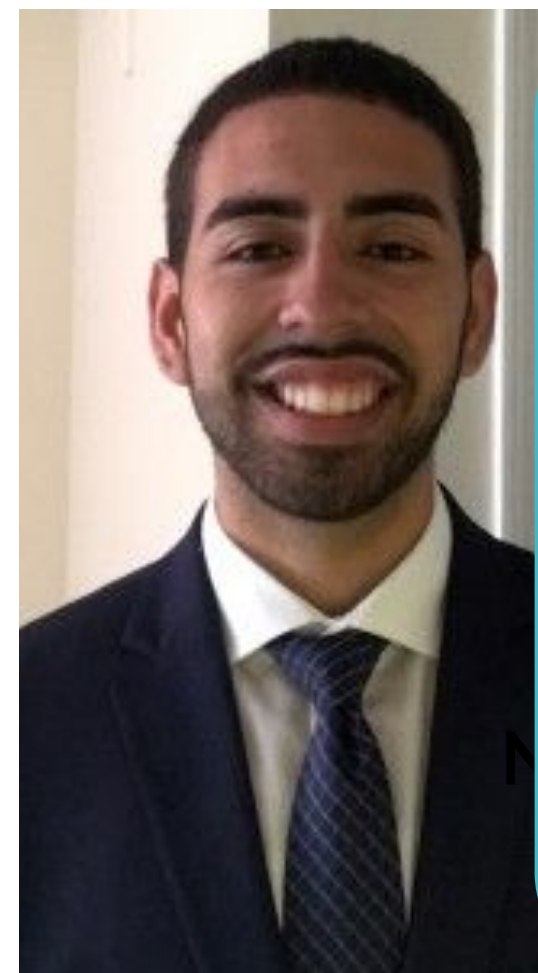
Yayra T.

- Juggling work and school as a PhD student
- Couldn't afford to do unpaid opportunities



Darren B.

- Overwhelmed by options in field of choice
- Not enough time to explore

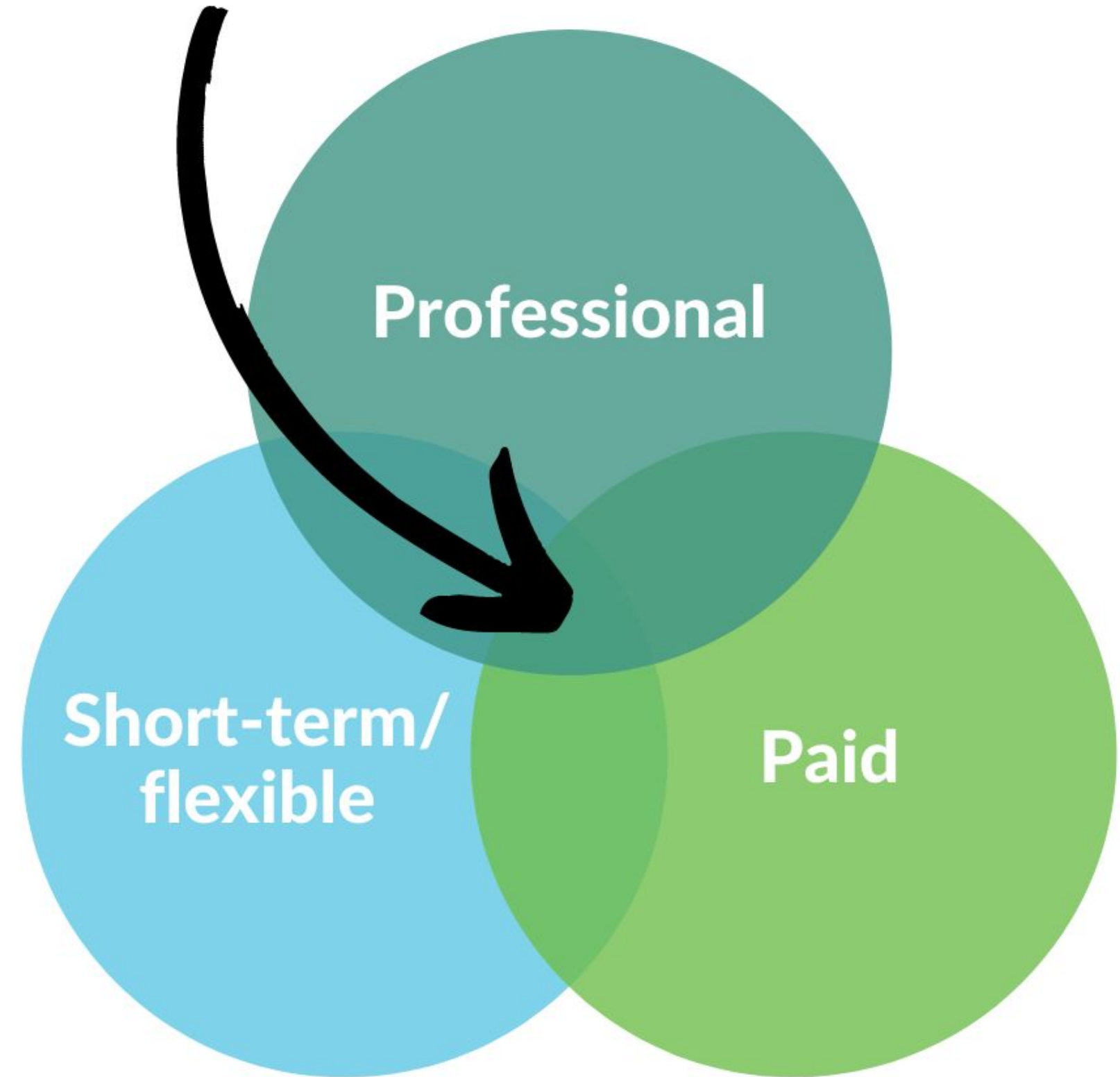


Noel A.

- First generation student
- Struggled to make connections at career fairs

What is a Micro-Internship?

- 1 SHORT-TERM**
Projects range from 10-40 hours in duration.
- 2 PAID**
Each project has a fixed pay and expected amount of time to complete.
- 3 PROFESSIONAL**
Similar to those given to interns or new hires.
- 4 COMPREHENSIVE, USUALLY REMOTE**
All industries, all departments (sales, marketing, HR, finance, etc.), and can take place year-round.



Benefits for Career Launchers



Accessibility



Career Exploration



Experience



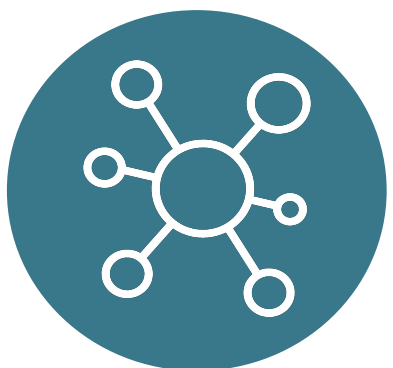
Resume/Portfolio Building



Flexibility



Possibility of longer-term engagements



Networking



Pay



Who Can Complete Micro-Internships?

- At least 18 years old
- Students OR alumni looking to obtain professional experience in target career
- International students with appropriate work authorization (CPT, OPT, or work visa)
- Undocumented students with valid ITIN
- NOTE: Some students can even get paid to do a Micro-Internship at NO COST to the hosting company





How to Create your own Opportunities

1

Understand the program opportunities
available to you

2

Reach out to
companies of interest

3

Apply for the
resulting Micro-Internships



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Understand the Program Opportunities available to you

Depending on your institution and interests, you might be able to make Micro-Internships even more appealing to companies than they already are!

DeLuca Program: Open to any students and/or recent graduates of any HBCU, [select HSIs](#), or any Florida or Connecticut higher education institutions

Kansas Program: Open to any undergraduate students attending a public college or university in Kansas

Indiana Economic Development Corporation Program: Open to any students or recent graduates of higher education institutions based in Indiana, public or private

None of the above: No problem!

DeLuca Program

Eligibility:

Any students and/or recent graduates of an [HBCU](#), member institution of the [HSI Career Collaborative](#), or *any* Florida or Connecticut school

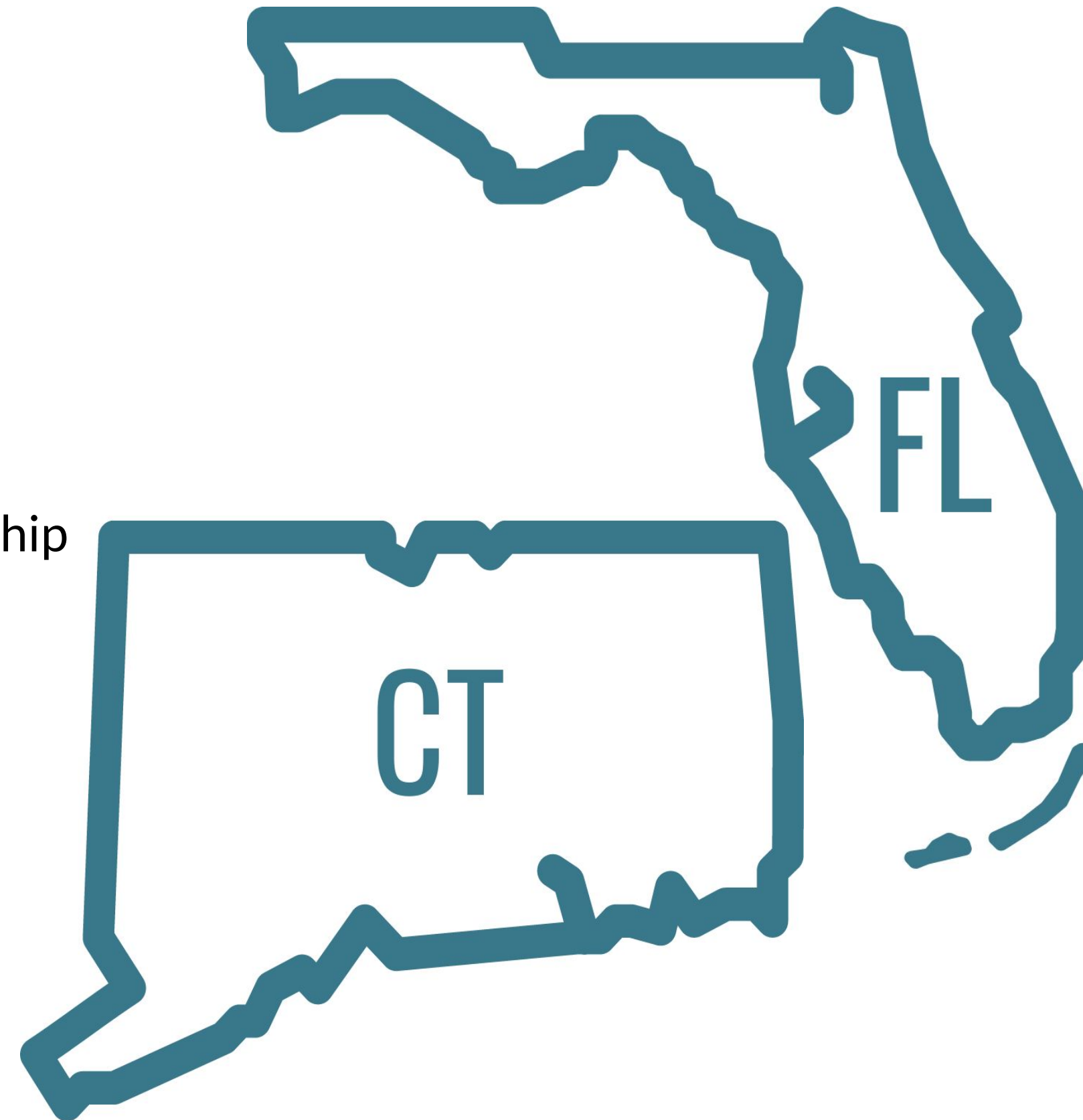
Details:

US-based companies with large-scale hiring needs can engage eligible students or recent graduates in 15-hour Micro-Internship projects. The Micro-Interns get paid \$300 per project at **NO COST** to the company!

Duration:

While funds last

[LEARN MORE](#)



Kansas Program

Eligibility:

- **For public Community/Technical College Students:**
Unlimited projects per Kansas-based company
- **For Students at all other public Kansas-based institutions:**
Up to 2 projects funded per company (starting July 1, 2024)

Details:

Any Kansas-based company or organization can engage eligible students or recent graduates in projects funded by the program. The Micro-Interns can earn up to \$450 per project at **NO COST** to the company!

Duration:

Available throughout 2025



[LEARN MORE](#)

Indiana Economic Development Program

Eligibility:

Any student or recent graduate of an Indiana-based higher education institution. This includes public and private schools.

Details:

Any Indiana-based company or organization can engage an eligible student or recent graduate in a project funded by the program. The Micro-Interns can earn up to \$400 per project at **NO COST** to the company!

Duration:

While funds last

[LEARN MORE](#)



No Program? No Problem!

Companies are happy to pay for Micro-Internships because they help them achieve their goals in a way that is accessible to students and recent graduates.



Budget constraints
Easy/Cost Effective



Low bandwidth for big decisions
No Commitment, Low Risk



Short staffed
On-Demand Help



Insufficient interest
Role Auditioning



Lack of talent pipeline
Build a Talent Pipeline



Student awareness/employer brand
Brand Building



DEI/Accessing target demographics
Access New Demographics



Engagement
Local Employers/Alumni

Reach Out to Companies of Interest

“87 percent of employers fill internship slots informally, such as through outreach from a student.”

- Strada Education Foundation

Reaching out requires both a contact and a message.
We're going to cover how to address both.

Decide on a Contact: Whether you already have a contact in mind or you'd be reaching out to a company for the first time, we'll help you find the right person.

Prepare your Message: Use our templates to reach out and express your interest in a Micro-Internship.



Existing Contacts

You've already met them

An existing contact is someone you've already met or have been introduced to. If they're an existing contact, you'll already have their email address or some other way of getting in touch with them. Examples of existing contacts include:

- A recruiter you met at a Career Fair
- An alum/mentor
- An existing LinkedIn connection
- Someone Career Services or one of your professors introduced you to



Finding Contacts

Time to take action!

If you have a company in mind, but haven't had a chance to meet anyone there, now is when you put on your detective hat! A couple ways to find contacts:

- [Handshake](#)
- [LinkedIn](#)

The tips we'll cover for the above can also be used on other career platforms.

Regardless of the platform, [make sure your profile is complete and up-to-date!](#)



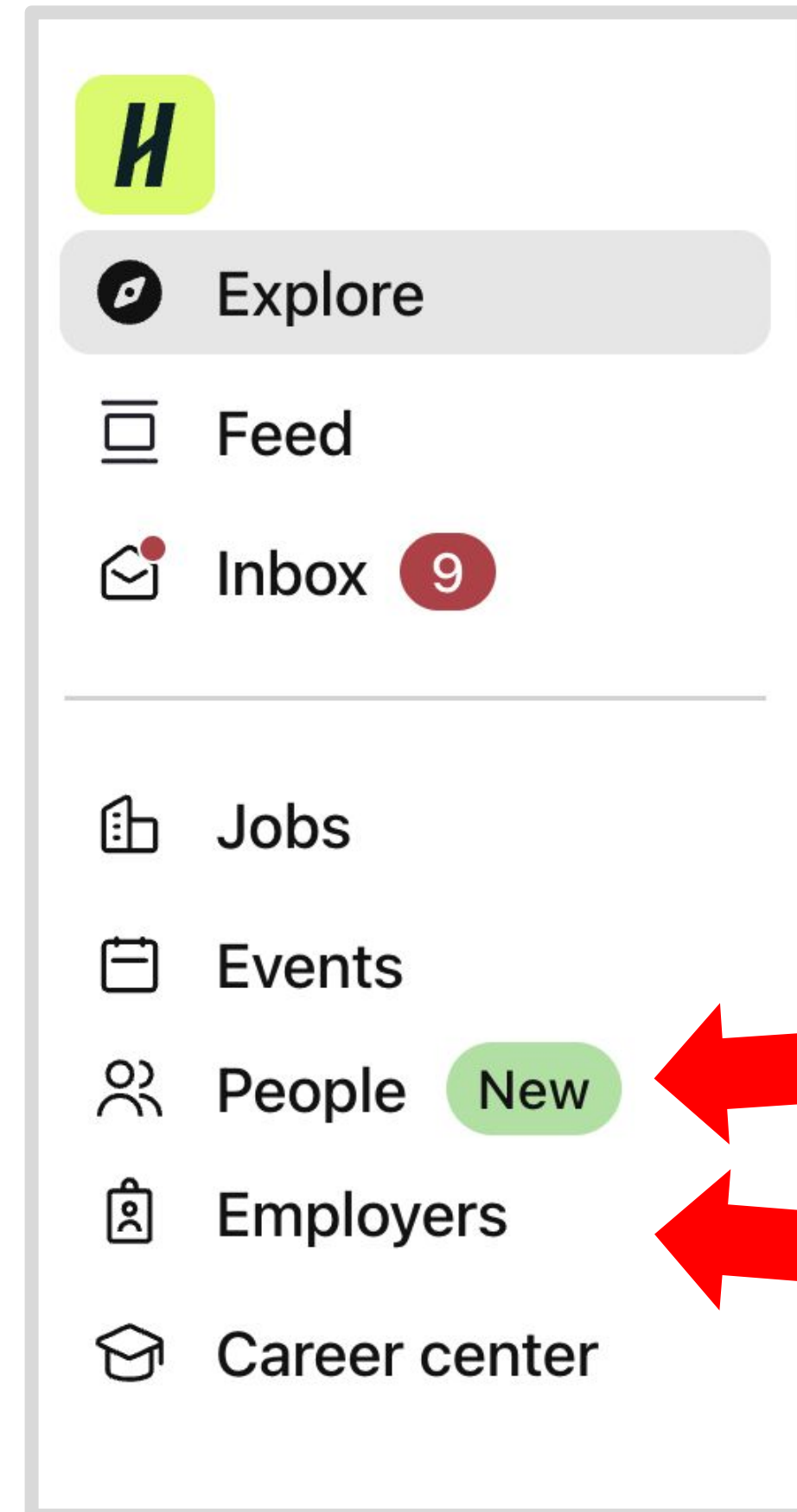
Finding Contacts: Handshake

Step 1: Log in to Handshake and navigate to either the 'People' or the 'Employers' tab

Handshake can be a great place to find companies of interest as well as new contacts.

The 'Employers' tab is the best place to start if you know what industry you're interested in, but don't already have specific employers in mind.

Even if your school is not a Handshake partner, you can still create an account for free.

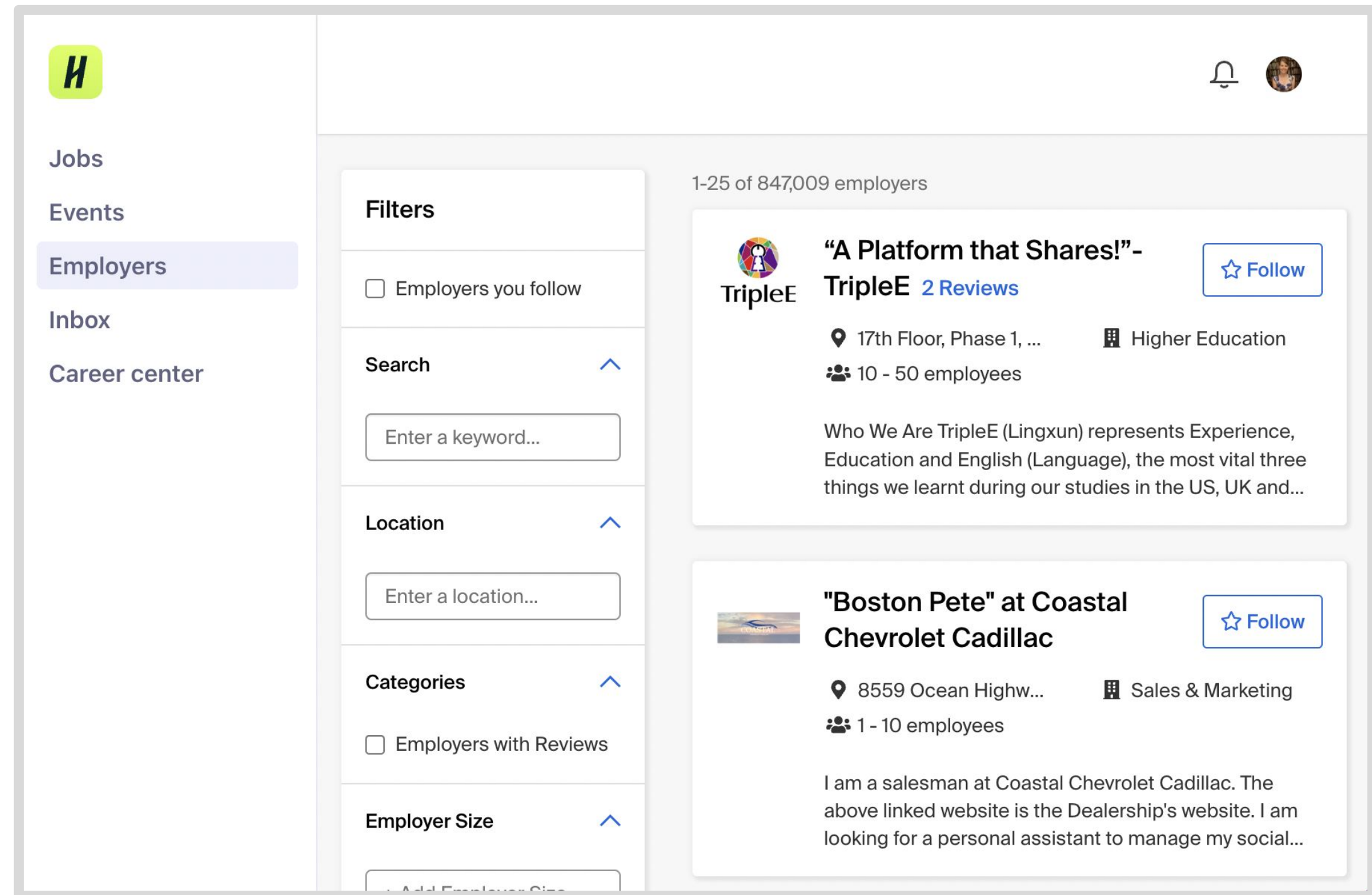


Finding Contacts: Handshake

Step 2: Use filters to find companies or contacts of interest

This is very similar to what you can do on LinkedIn. Options include:

- Location
- Employer Size
- Industry



Finding Contacts: Handshake

Step 3: Look for contacts

Once you're on the company page, scroll down until you get to the 'People' section.

Note: If a company doesn't have contacts, you might want to try LinkedIn.

People



Danielle Woodward
Talent Attraction Lead, NA • Johnson & Johnson

Follow



Treana Huntley
Human Resources - North America, EiC-Talent Acquisition • Johnson & Johnson

Follow



Cody Sumerix
HR Lead, Talent Attraction • Johnson & Johnson

Follow



Gaby Ferra
Digital Attraction Lead • Johnson & Johnson

Follow

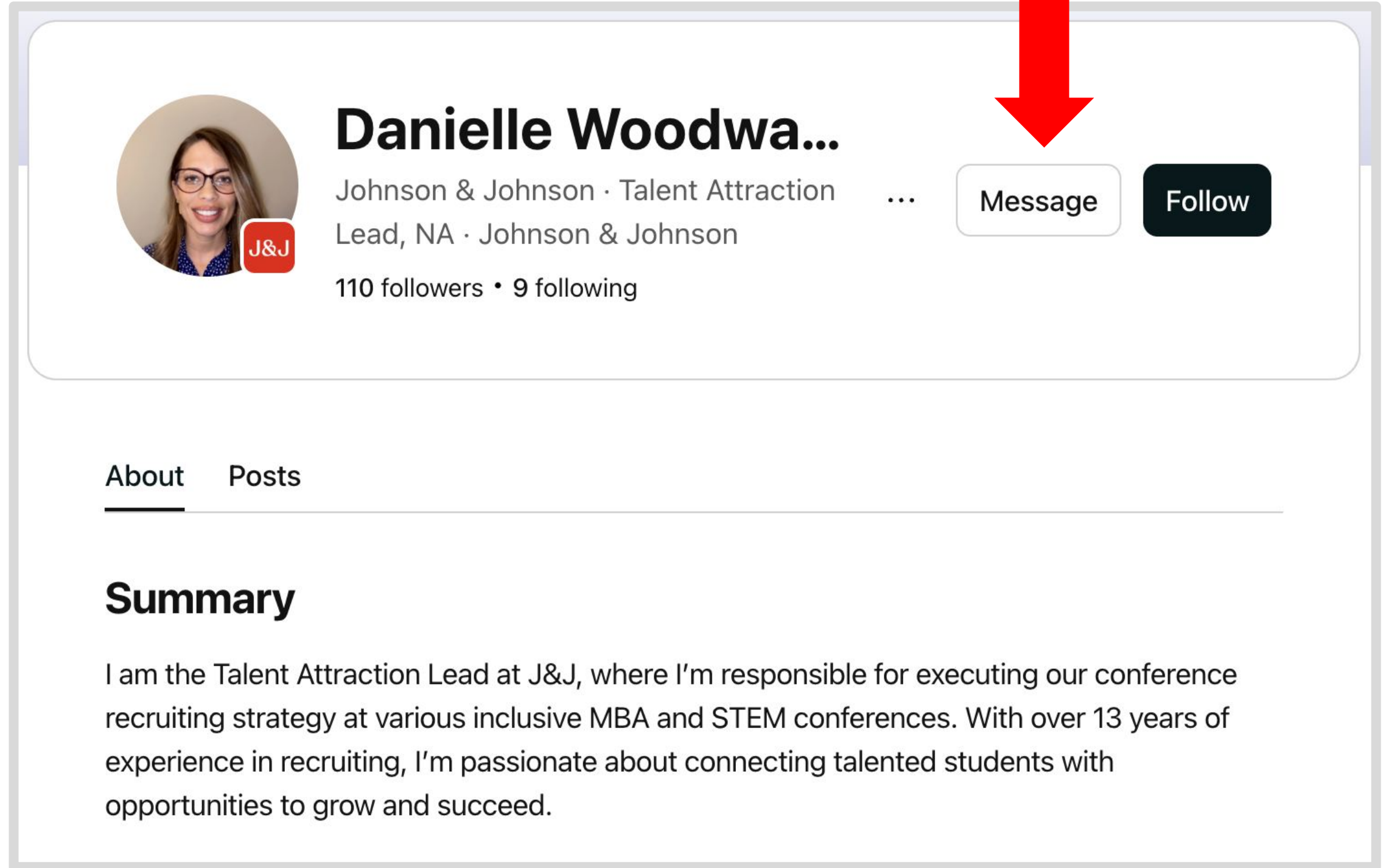
Reaching Out: Handshake

Step 4: Reach out

If you want to reach out to a contact, click on their name to learn more about them and send a message.

You'll find templates for both in our Toolkit.

[VIEW MESSAGE TEMPLATES](#)



The screenshot shows a LinkedIn profile for Danielle Woodward. The profile includes a circular profile picture with a red 'J&J' logo, the name 'Danielle Woodwa...', the title 'Johnson & Johnson · Talent Attraction Lead, NA · Johnson & Johnson', and '110 followers • 9 following'. To the right of the profile information are three buttons: a three-dot menu, a 'Message' button, and a 'Follow' button. A large red arrow points down to the 'Message' button. Below the profile information, there are tabs for 'About' and 'Posts', with 'About' being the active tab. The 'Summary' section is visible, containing a paragraph about her role at J&J.

Danielle Woodwa...
Johnson & Johnson · Talent Attraction Lead, NA · Johnson & Johnson
110 followers • 9 following

Message Follow

About Posts

Summary

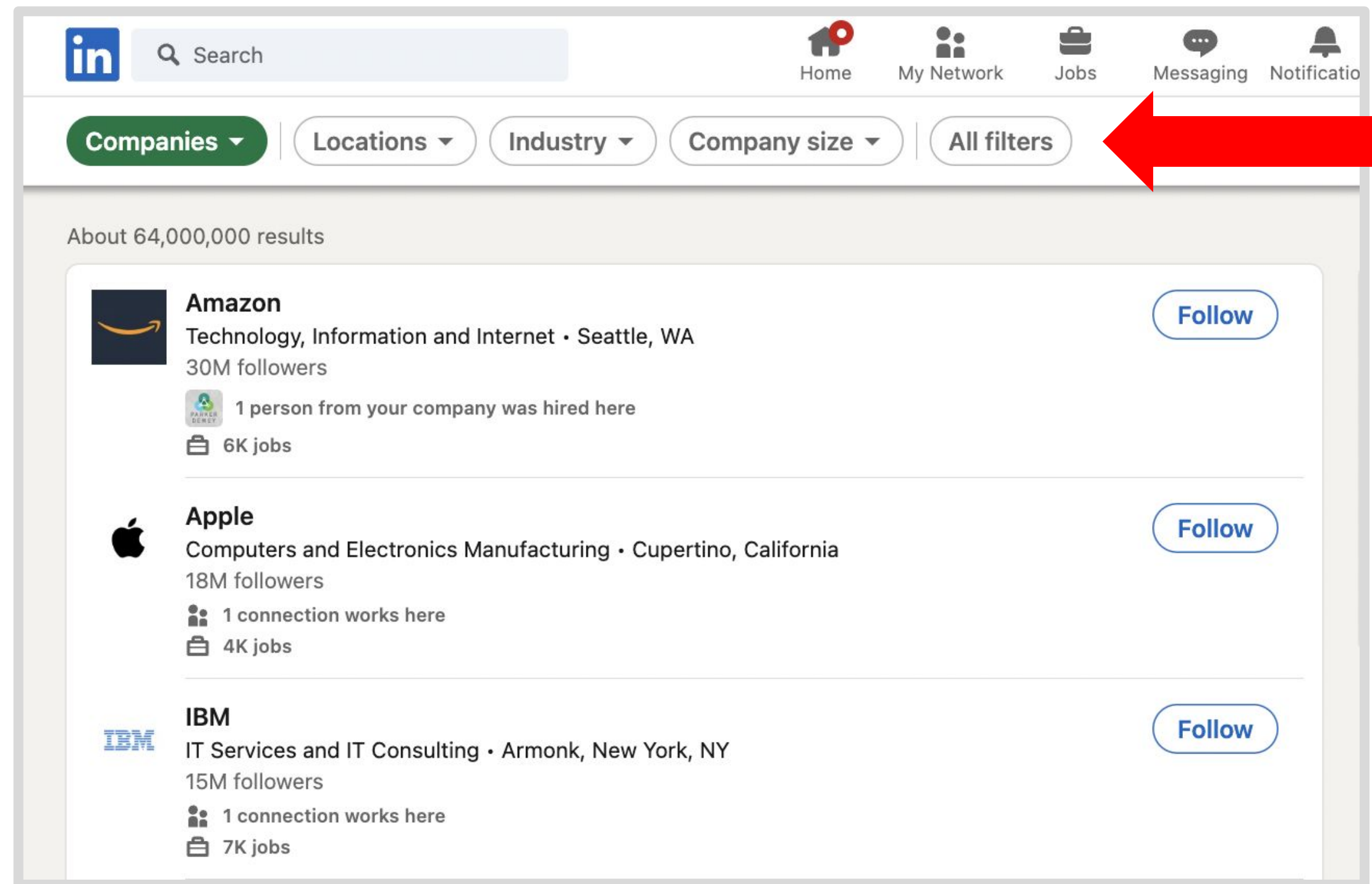
I am the Talent Attraction Lead at J&J, where I'm responsible for executing our conference recruiting strategy at various inclusive MBA and STEM conferences. With over 13 years of experience in recruiting, I'm passionate about connecting talented students with opportunities to grow and succeed.

Finding Contacts: LinkedIn

Step 1: Find a company of interest

If you have a specific company in mind, you can search for it using the search bar, or you can see all companies on LinkedIn from [this link](#).

From there, you can use the filters (Location, industry, company of interest, company size, etc.) to find specific companies of interest.



Finding Contacts: LinkedIn

Step 2: View employees

Clicking on the number of employees will bring up a list of the professionals who have listed the company on their LinkedIn accounts as an employer.

Hit 'All Filters' to be able to sort through this list.

The screenshot shows the LinkedIn interface. At the top, the Amazon company page is displayed with the text "812,774 employees" highlighted in a red box. A red arrow points from this box down to the "All filters" button in the search filters section. Below the filters, a list of employees is shown, including Val O., Elisha Swanson, Kevin Zhao, and Pradeep Nandan Reddy Kamatham. Each employee profile includes a "Message" or "Connect" button. A second red arrow points from the "All filters" button to the "Message" button for Val O.

Amazon
Technology, Information and Internet · Seattle, WA · 30,108,151 followers
Ranked on LinkedIn Top Companies
Hallie & 1 other connection work here **812,774 employees**
+ Follow Visit website More

in Search Home My Network Jobs Messaging Notifications
People Current company 25 Connections Locations All filters Reset

About 694,000 results

Val O. · 3rd+ in
Global HR Executive
United States Message

Elisha Swanson, EMBA · 2nd
Logistics Expert| Education Pusher| Hope Dealer| Change Agent| I Move Differently and I ...
Stow, OH Connect
Jefferson Jones, LuAnn Linson Coldwell, M.A., and 8 other mutual connections

Kevin Zhao · 3rd+
TPM, DevRel @ AWS
Cleveland, OH Message

Pradeep Nandan Reddy Kamatham · 3rd+ Message

Finding Contacts: LinkedIn

Step 3: Search employees

A few filters we recommend:

- **Location:** If you want to build relationships in a certain area
- **School:** Great for finding alumni at a company. These can be great contacts because you already have something in common!
- **Title:** This is helpful for finding either a recruiter or someone in your area of interest.

The screenshot shows the LinkedIn search interface. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below this is a search bar with the text "Search". To the right of the search bar are buttons for "People", "Current company 25", "Connections", "Locations", "All filters", and "Reset".

Below the navigation bar, there's a section titled "About 694,000 results". This section displays a list of search results, each with a profile picture, name, title, and location. The results shown are:

- Val O.** • 3rd+ • Global HR Executive • United States
- Elisha Swanson, EMBA** • 2nd • Logistics Expert| Education Pusher| Hope Dealer| Change Agent • Stow, OH
- Kevin Zhao** • 3rd+ • TPM, DevRel @ AWS • Cleveland, OH
- Pradeep Nandan Reddy Kamatham** • 3rd+ • Software Development Engineer • Austin, TX
- Anyeli Samaniego Bautista** • 2nd • HR Program Manager II at Amazon • New York City Metropolitan Area
- Eddie Xu** • 3rd+ • Software Engineer @Amazon

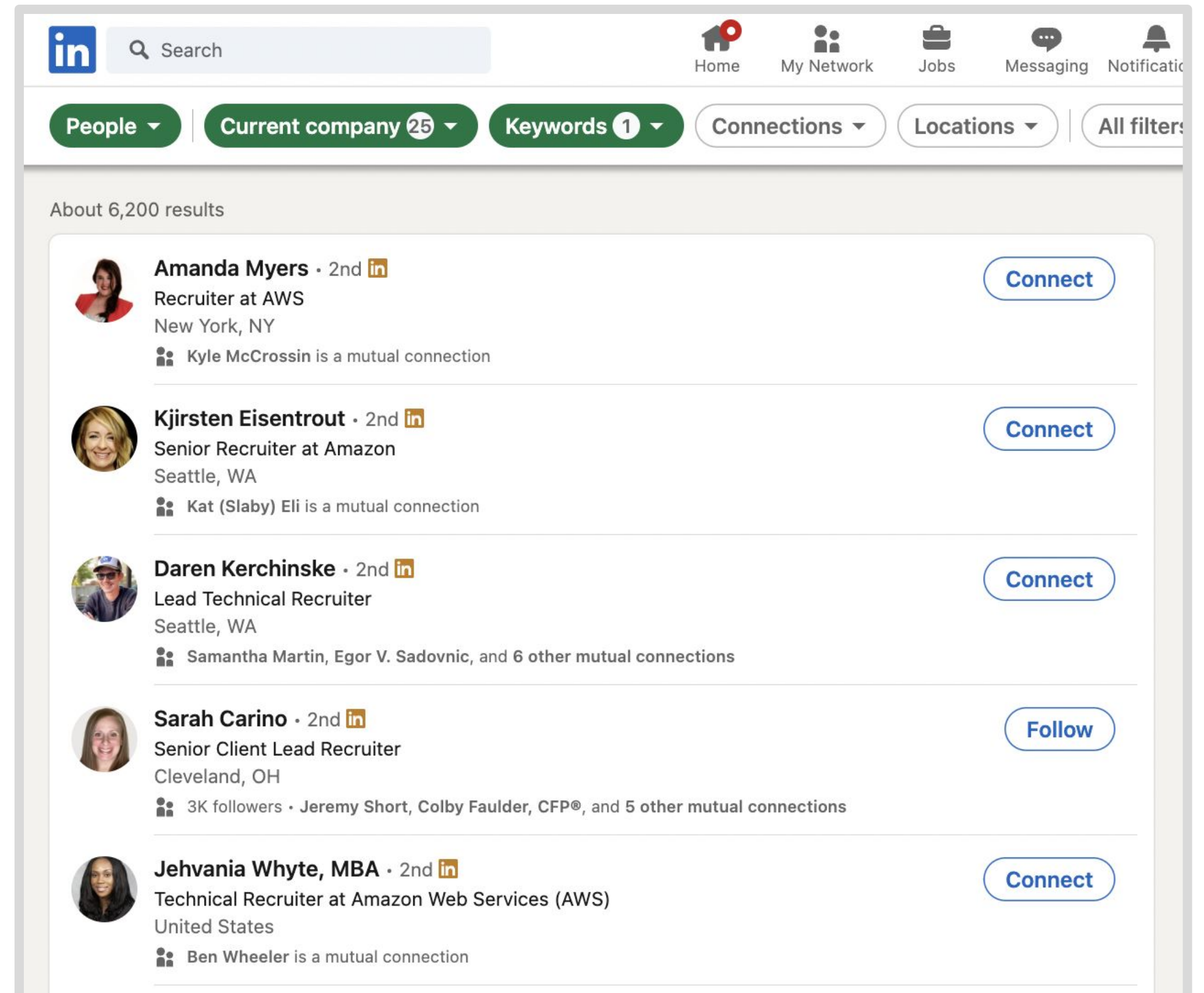
On the right side of the search results, there's a "Filter only" sidebar. It has a dropdown menu set to "People" and a "by" dropdown. Below this, there's a section titled "Service categories" with checkboxes for Consulting, Marketing, Coaching & Mentoring, Operations, and Writing. There's also a "+ Add a service" button. Below the service categories, there's a "Keywords" section with input fields for First name, Last name, Title, Company, and School. The "Title" field is currently filled with "Recruiter". At the bottom of the sidebar, there are "Reset" and "Show results" buttons.

Finding Contacts: LinkedIn

Step 4: Click on profiles of interest

Use their title and work history to determine if this would be a good contact for you.

For example, if you're interested in Marketing, a Technical Recruiter for Web Services is probably not your best contact, but if you're interested in coding, they might be.



Reaching Out: LinkedIn

Step 5: Request to connect

When you request to connect, you will see the option to customize your invitation.

ALWAYS select 'Add a note'

The screenshot shows a LinkedIn profile for Sarah Carino, a Senior Client Lead Recruiter at Amazon. The profile includes her name, title, location (Cleveland, Ohio), and statistics (2,882 followers, 500+ connections). Below the profile picture, there are buttons for '+ Follow', 'Message', and 'More'. A custom invitation overlay is displayed on the right side of the profile, titled 'You can customize this invitation'. It contains a green checkmark and the text 'You can add a note to personalize your invitation to Sarah Carino.' Below this text, there are two buttons: 'Add a note' (highlighted with a red box) and 'Send' (a blue button). A large red arrow points from the 'Connect' button in the bottom right corner of the profile towards the 'Add a note' button in the invitation overlay.

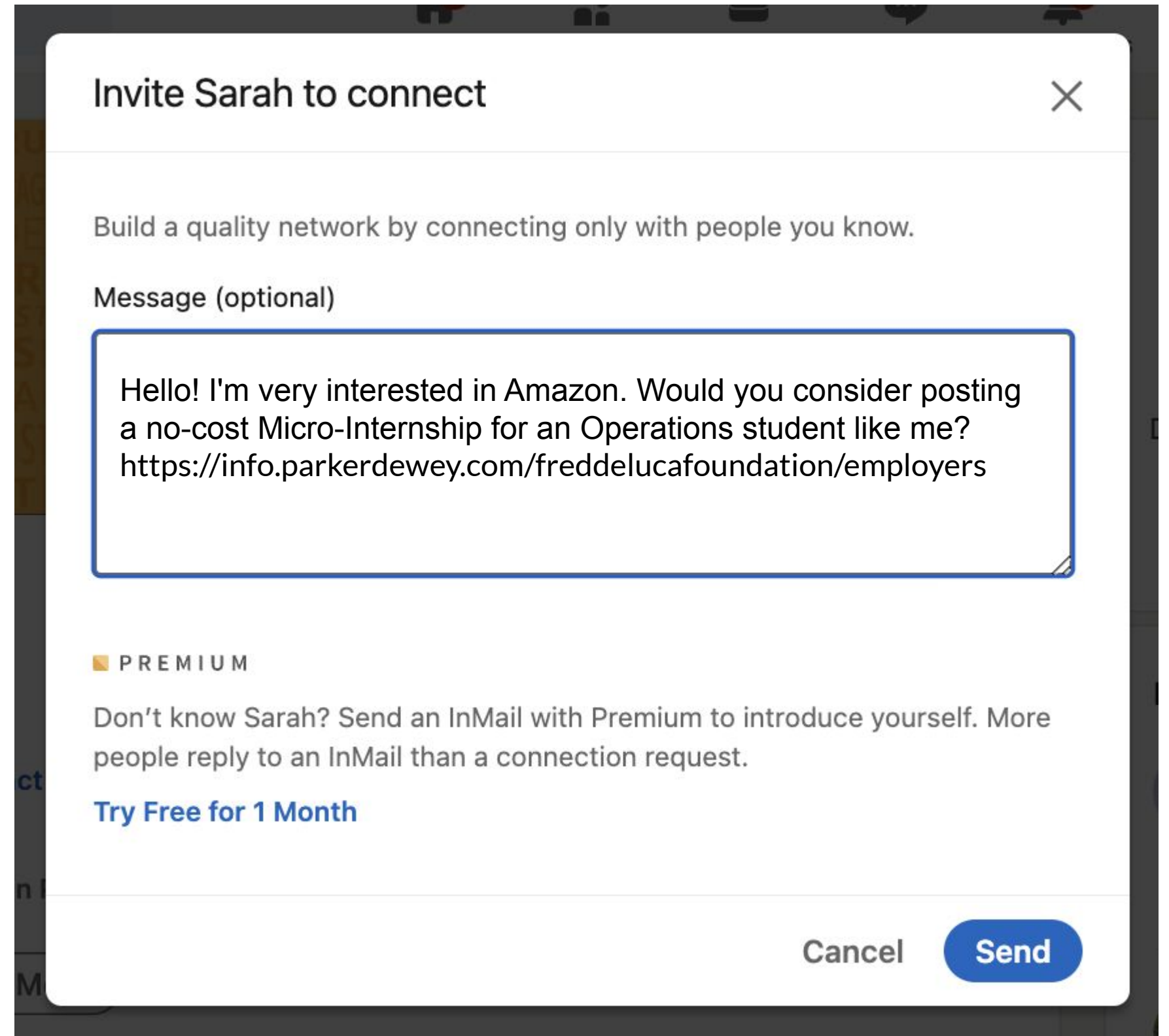
Reaching Out: LinkedIn

Step 6: Customize and send your invitation

We recommend checking out our employer engagement toolkit for templates that make reaching out easy. These templates even include customized messaging depending on what programs you are eligible for.

Note: There is a 200-character limit. Depending on the name of the company and contact, you may need to make adjustments.

[VIEW MESSAGE TEMPLATES](#)



Invite Sarah to connect

Build a quality network by connecting only with people you know.

Message (optional)

Hello! I'm very interested in Amazon. Would you consider posting a no-cost Micro-Internship for an Operations student like me?
<https://info.parkerdewey.com/freddelucafoundation/employers>

PREMIUM

Don't know Sarah? Send an InMail with Premium to introduce yourself. More people reply to an InMail than a connection request.

[Try Free for 1 Month](#)

Cancel Send

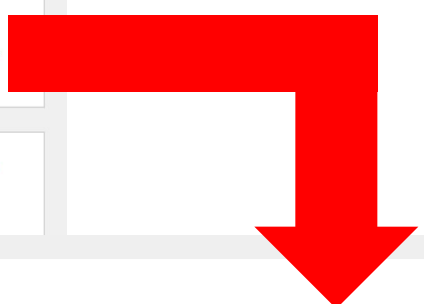
Why not reach out to companies on Parker Dewey?

Answer: You can't - But there's a reason

Parker Dewey is designed to allow companies to efficiently secure on-demand project support, and for you to find paid, professional opportunities. It would muddy the streamlined and equitable application and selection process if students contacted companies about a posted project outside of Parker Dewey.

You're always welcome to reach out to companies elsewhere to express interest in their company as a whole, but never about a specific Micro-Internship. The only exception is if you were the person who encouraged them to post and are letting them know you applied.

What Companies See



The image displays a screenshot of a student profile on the Parker Dewey platform, showing information visible to companies. The profile is for Emma, a student at Kansas State University. A red arrow points from the 'What Companies See' header to the profile details.

Student Profile: Emma
| Kansas State University

MAJORS: Sales, Marketing
APPLICATION DATE: 10/11/2021
GRADUATION DATE: 05/14/2022

DETAILS

HIRED
Yes

HOMETOWN
Shawnee, KS

CURRENT LOCATION
Manhattan, KS

INTERNATIONAL
No

AVAILABILITY
ON THE WEB

DOCUMENTS
[Resume](#)
[Letter of Recommendation](#)

WHY DO YOU THINK WE SHOULD SELECT YOU FOR THIS OPPORTUNITY?
I have had a passion for medical device sales ever since I found out about the industry in high school. I have proved my place in the industry as a student by being involved in almost every sales opportunity that is offered through the university and outside of it. You will find me to be very hard working and goal-driven in everything that I do. I have a big passion for working with people and believe that I will be a huge asset to the company at Smith-Nephew.

PLEASE DESCRIBE YOUR INTEREST AND EXPERIENCE IN SALES.
I will graduate this May with a degree in sales with high distinctions. I was blessed to be accepted into the sales program at KSU that is one of the few programs in the country to offer a major in sales. With my time here I have been on the executive committee for sales ambassadors where I serve as the alumni relations committee chair. I also serve as a sales mentor to younger sales students. I have participated in 14 role plays with highly skilled sales employees as judges as well as completed my first sales internship this summer where I made over 350 cold calls to prospects. I have experience and knowledge with sales technology such as sales force, zoom-info and hubspot.

Following Up

The importance of following up

Chances are, the contacts you're reaching out to have a lot on their plates, which is exactly why they could use a Micro-Intern AND why it's important to follow-up. You want to make sure your message didn't fall through the cracks! Our toolkit also gives recommend timelines and messages for following up.

[VIEW MESSAGE TEMPLATES](#)



Answering Questions

Congratulations on getting a response!

If the company has responded to your message, but they have additional questions, feel free to direct them to us at Parker Dewey. Whether they want to know more about posting, selection, or just details about how everything works, we'll be happy to answer their questions via email (danielle@parkerdewey.com) or at our monthly company webinars.

COMPANY WEBINAR LINK



Apply for the Resulting Micro-Internships

Success! The company you've reached out to has posted the Micro-Internship.
Now what?

Don't wait: As soon as they let you know they've posted, get your application in ASAP! Chances are they'll want to select you since you took the initiative to reach out, but that doesn't mean you should wait.

Submit a quality application: Make sure you're putting your best foot forward with a completed profile and thoughtful application responses.

Let them know when you've applied: Typically, our [Terms of Use](#) prohibits reaching out to companies about their posted opportunities, but if you were already in contact with the company contact before applying, it's ok and encouraged to let them know you've submitted your application.

Keep applying: There are lots of opportunities on Parker Dewey. Don't forget to explore those that are already posted too.



Tips for Submitting a Quality Application

Your applications consist of just two pieces, so it's important that both are thoughtful and well-done!

1. Your profile

A complete profile makes it easier for companies to see the skills, classroom experience, and enthusiasm you will bring to their project. Take the time to fill it out completely!

[PROFILE TIPS](#)

2. Application questions

Highlight relevant experiences and why you're excited about this project. Because many Micro-Interns are selected without an interview, this may be your only opportunity to make an impression.

[RESPONSE RESOURCES](#)

More application tips & support:

Monthly FAQ Webinar

Learn more about how to make your applications stand out.

[REGISTER FOR WEBINAR](#)

Monthly Office Hours

Ask questions, have your profile reviewed, and get specific feedback on application responses.

[SEE DETAILS](#)

Impact

READ SUCCESS
STORIES



PARKER DEWEY



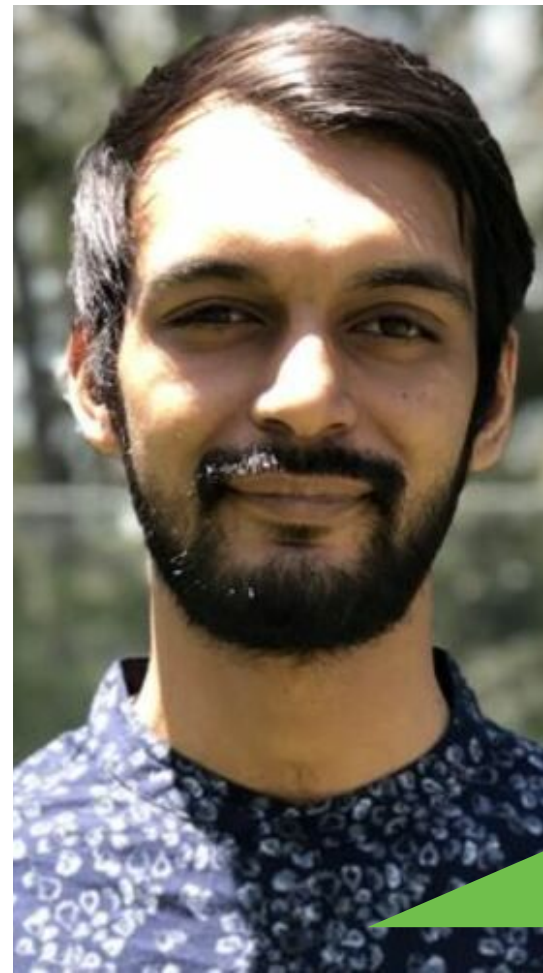
“Working on Micro-Internships meant there were less barriers. I could jump right into a project and I got to know what their expectations were sooner instead of being filtered out by my GPA.”



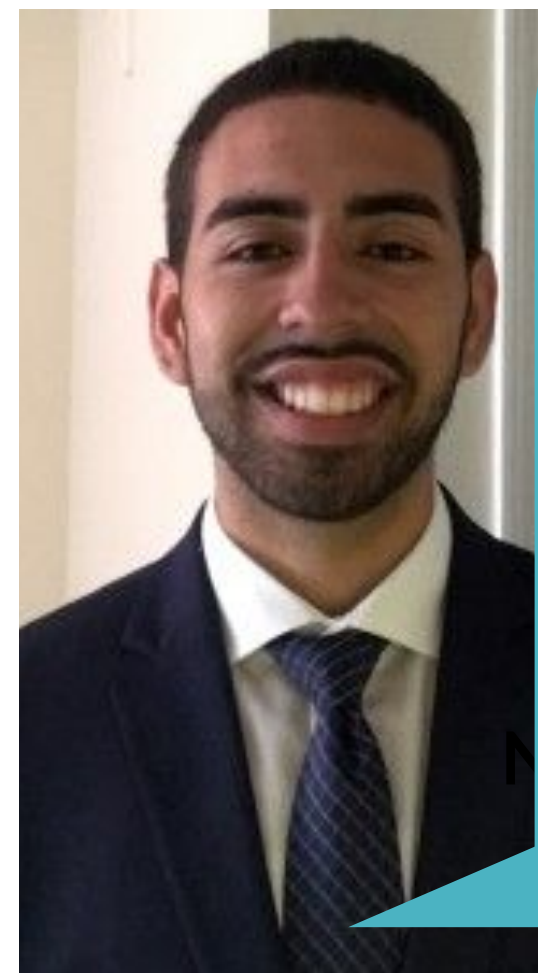
“Even though I was pivoting, Micro-Internships were a perfect transition into either a new role or just to explore and see what you are capable of.”



“From an HR perspective, it’s a great way to get diverse people into your organization. Being a student, it’s a good way to get experience, network, and make money too.”



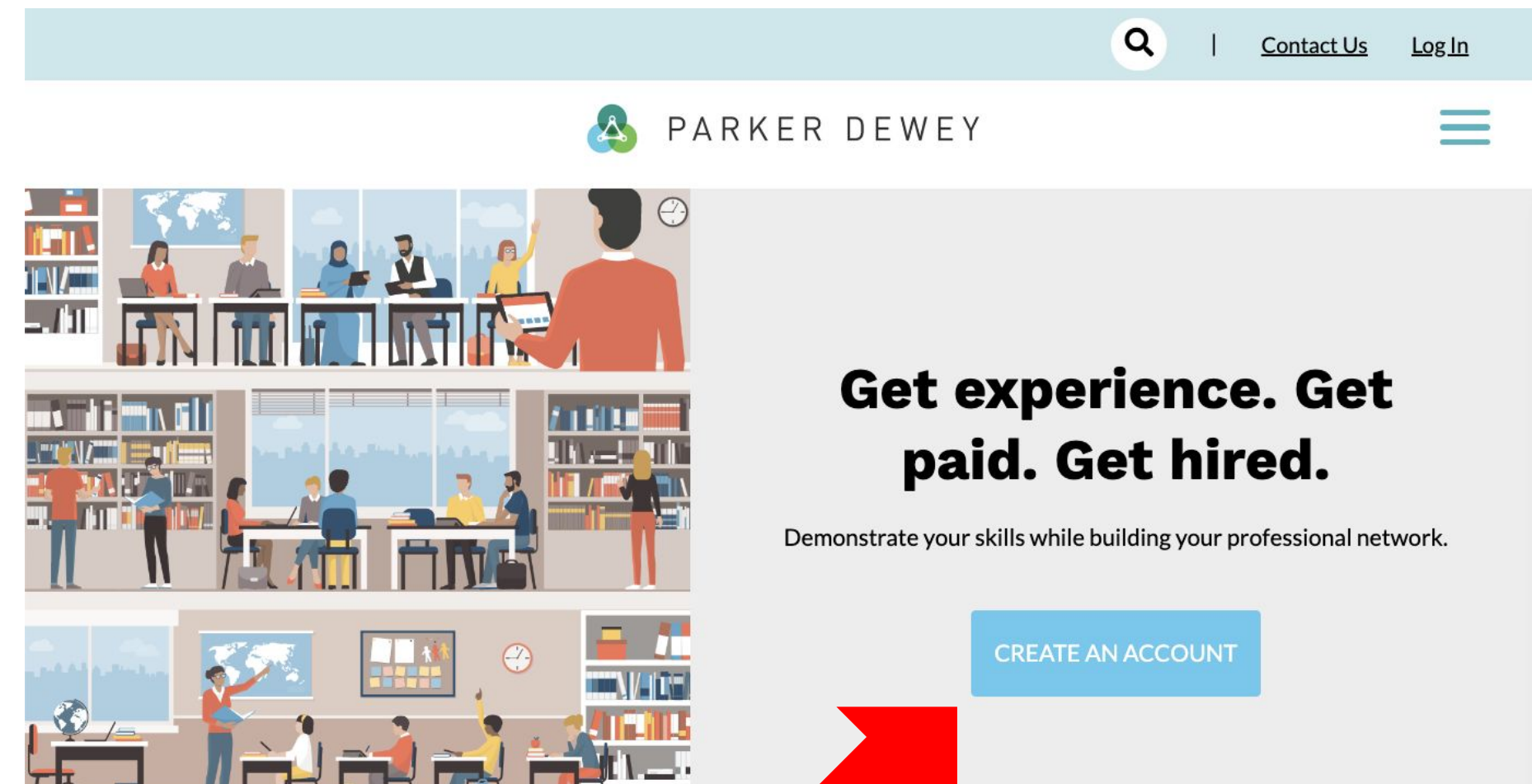
“It’s hard to focus on learning and career development at the same time while you’re in school. Parker Dewey allowed me to actually see what we’d been talking about applied.”



“At a career fair, my classmates had long conversations with recruiters while I was being told not to leave my resume for consideration. Micro-Internships gave us something to talk about.”

Make Sure You're Ready!

- 1 Create an account**
Go to www.parkerdewey.com/career-launchers or use the link from your school.
- 2 Complete your profile**
The more complete your profile, the better your chances are of being selected.
- 3 Reach out to companies of interest**
You never know who will post a project!
- 4 Apply to all projects that interest you**
Apply right away.



Recommended: Follow the Parker Dewey Career Launchers page on LinkedIn!



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