



Introducing Micro-Internships for Students and Recent Grads

Confidential – not for redistribution.

Copyright © 2020 Parker Dewey, LLC. All rights reserved.





What is a Micro-Internship?

Short-term: Projects range from 10-40 hours in duration.

Paid: Each project has a fixed rate of pay and expected amount of time to complete.

Professional: Similar to those given to interns or new hires.

Comprehensive: All industries, all departments (sales, marketing, HR, finance, etc.), and can take place year-round.



Forbes







Sample Micro-Internships

Sales:

- Lead Generation
- Prospect Research
- CRM Cleansing

Marketing:

- Content Creation
- Social Media Content Calendar
- Market Research

Human Resources:

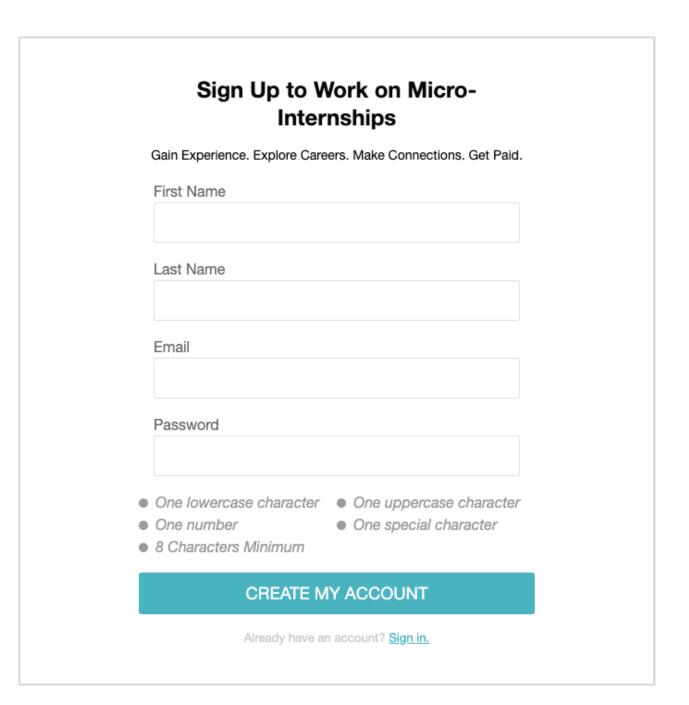
- Updating Job Descriptions
- Candidate Sourcing
- Evaluating Best Practices

Finance:

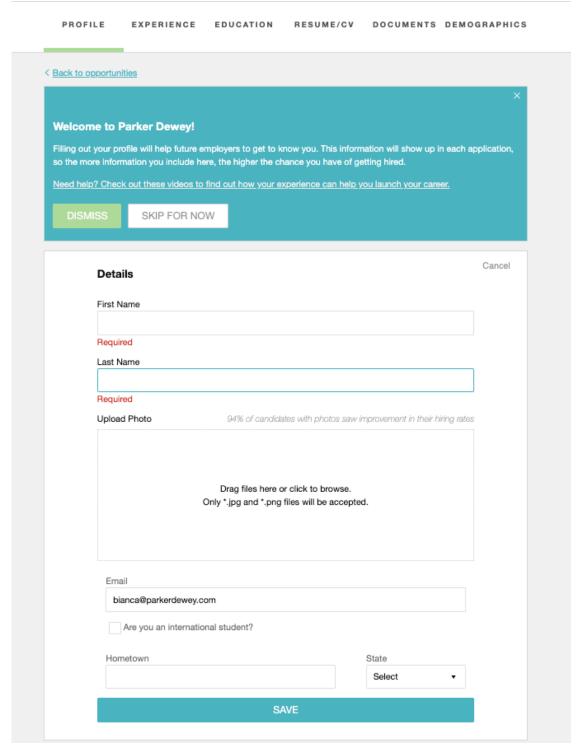
- Financial Analysis
- Financial Modeling
- Industry Analysis







This is what prospective employers can see, so take this seriously!



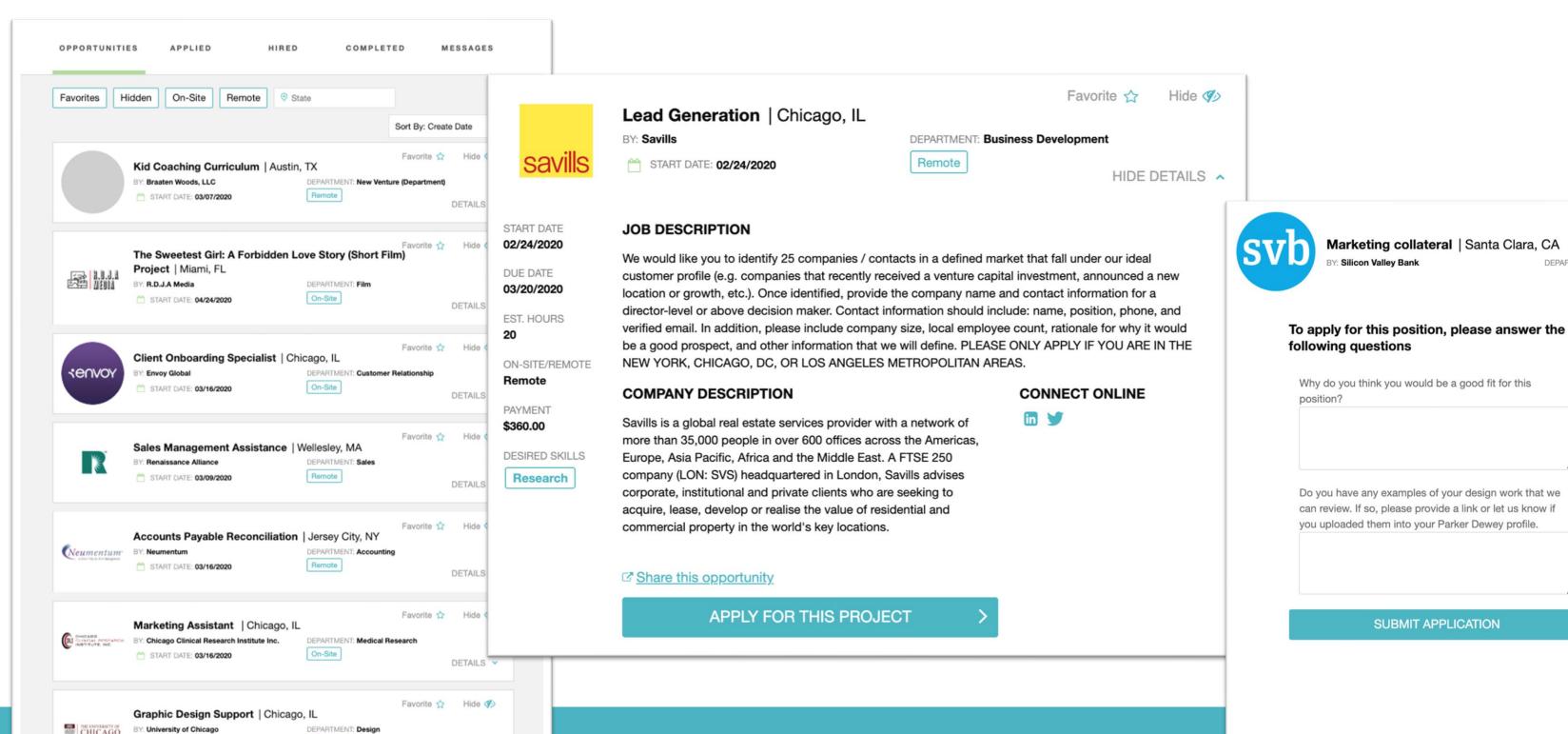


Add experience, education, and resume

			UMENTS DEMOGRAPHICS		
	< Back to opportunities				
State Select ▼	Education			PROFILE EXPERIENCE	EDUCATION RESUME/CV DOCUMENTS DEMOGRAF
Last day	Oniversity			< Back to opportunities	
MM/DD/YYYY	Start Date MM/DD/YYYY	Graduation Date (or exp	pected)	Resume/CV	
140 characters or less	Majors		+ ADD	Upload your Resume	78% of candidates with resumes saw improvements in their hiring rates (li
SAVE	Degree Received Or Pursuing Select	GPA ▼	(Optional)		Drag files here or click to browse Accepted file types: PDFs
Edvad	< <u>Cancel</u>	SAVE			
	Last day MM/DD/YYYY I am working on this now 140 characters or less	State Select University Last day MM/DD/YYYY 140 characters or less SAVE Start Date MM/DD/YYYY Degree Received Or Pursuing Select	State Select University Last day MM/DD/YYYY 140 characters or less Majors Degree Received Or Pursuing SAVE SAVE	State Select University I am working on this now 1-40 characters or less Majors Pagree Received Or Pursuing Select SAVE SAVE	State Select University Start Date Graduation Date (or expected) MM/DD/YYYY



See available Micro-Internships and apply if interested



DETAILS V

M START DATE: 03/16/2020



SUBMIT APPLICATION

ABOUT THIS ROLE

DEPARTMENT: Finance

We will provide a number of presentations and one-page "snapshots" associated with a variety of the banking services that we offer to our Venture Capital and Private Equity clients. Using that information, develop a single document (about 20 pages) that we can use to highlight all of these services as an introduction or leave-behind (versus a presentation) with one page for each of the services. This document should highlight each of these services in a consistent way tied to messaging and style, and convey the level of professionalism associated with SVB. To accomplish this, we expect you will (i) review all of the content we provide and our website: (ii) craft an example of the template that you will effectively convey the offering from which SVB can provide feedback; and (iii) populate the document with information on each of the services. In addition, it is expected that you will

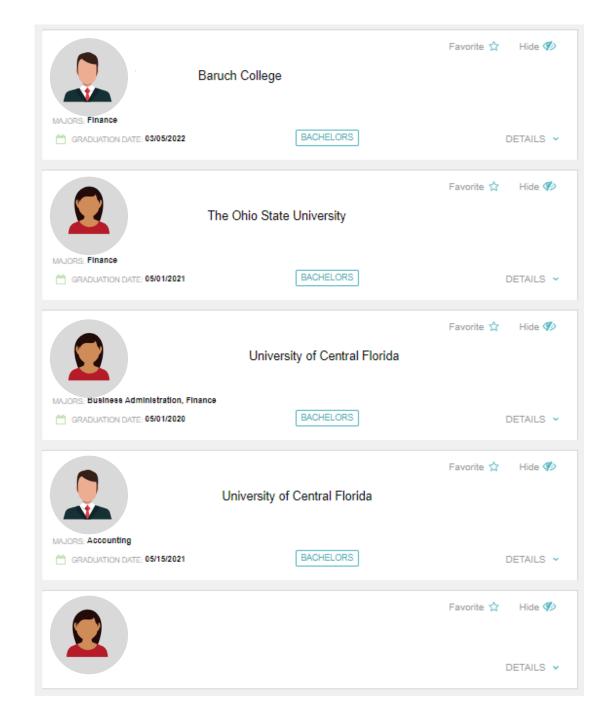
conduct a detailed review of the

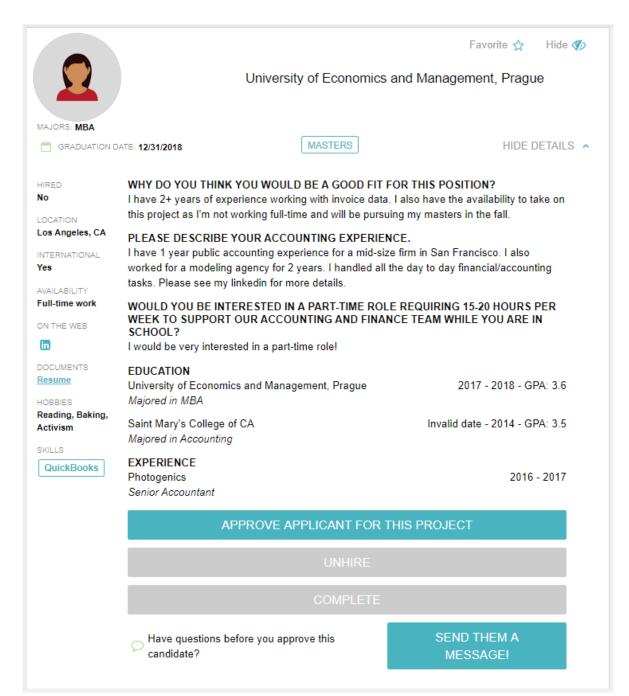
finished product to ensure there

are no errors or inconsistencies.



The client's view

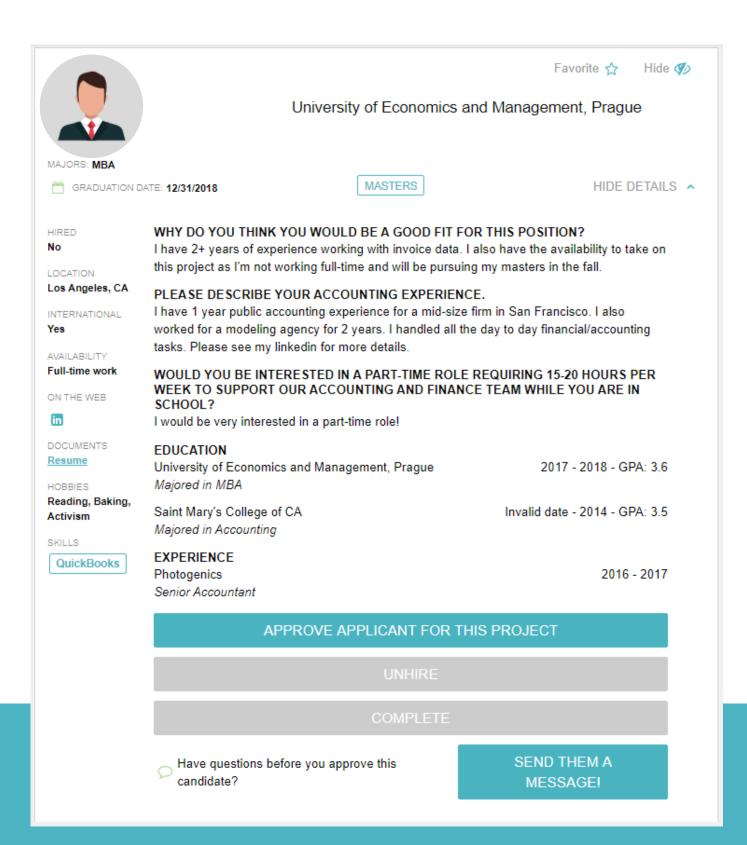




Your answers matter

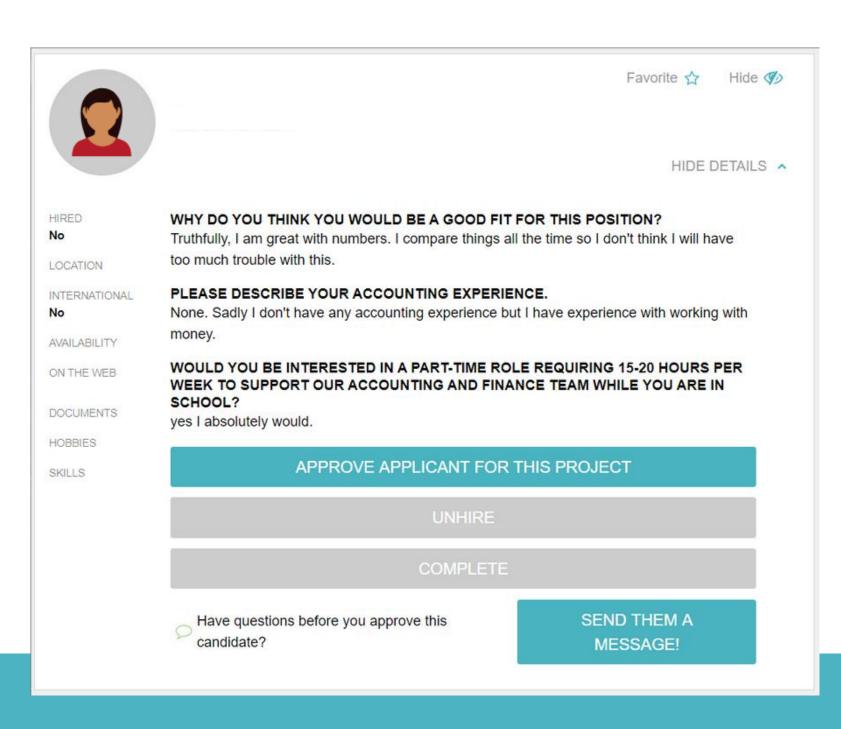


It's how clients select Micro-



Interns







Once selected:

How will I know what to do? You'll be connected with the company.

You can also:

- Reach out to faculty and staff
- Connect with alumni
- Use resources on our website

What if I need help? The Parker

Dewey team is ready to assist you or the company as needed.

We'll send you kickoff materials: This includes:

- Contact info for the client
- Accounting forms so you can get paid
- Terms of use

When do I get paid? When the project is completed, you will be paid by Parker Dewey.



Suggestions for success

Do a GREAT job

- 0
- Getting a professional project 90% right is not an "A"
- Check, re-check, and check your work again (and ask someone else to check)
- This is real world take the project seriously

2

Manage expectations

- Set milestones that you know you can achieve
- If issues arise, don't wait until last minute



Communicate effectively

- Use professional language
- Ask questions, however think about them first show you did the work



Focus on the "why"

- Understand the purpose of the project from the client's perspective
- Ensure you know what is expected upon completion





Feedback from the client upon completion

		Leave	Feedback for Kimberly Scott			
	OVERALL SATISFACTION	TIMELINESS	COMMUNICATION	QUALITY / ACCURACY	PRESENTATION	SKILL LEVEL
Expect more from an intern or new hire						
As expected for an intern or new hire						
Impressive for a career launcher						
Executed like an industry veteran	•	•	•	•	•	•
Public - everyone can see this comment Kimberly was an excellent resource for our pro-	eject. I highly recommend her insights and quality	of work.				
Kimberly was an excellent resource for our pro-	ject. I highly recommend her insights and quality	of work.				//
Kimberly was an excellent resource for our pro-	ject. I highly recommend her insights and quality	of work.				//
Kimberly was an excellent resource for our process of the confidential to talent Thank you! Great to work with you.	ject. I highly recommend her insights and quality	of work.				
Kimberly was an excellent resource for our processing to talent Thank you! Great to work with you. Confidential to Parker Dewey		y of work.				//
		y of work.				
Kimberly was an excellent resource for our processing to talent Thank you! Great to work with you. Confidential to Parker Dewey		y of work.				
Kimberly was an excellent resource for our processing to talent Thank you! Great to work with you. Confidential to Parker Dewey			FEEDBACK COMPLETE			



After the project

Outline accomplishments



- Work product (e.g., created a market map of..., designed content for..., prepared an analysis on...)
- Outcomes (e.g., new articles on... leads resulting in..., social visits inreased...)
- Indirect competencies (e.g., creativity, attention to detail, motivation, grit, etc.)

2

Update your resume and LinkedIn

- Independent consultant of Parker Dewey
- Describe the project without sharing confidential info
- Only mention company's name if given permission



Consider what you learned

- What did you like about the project, industry, company?
- What did you dislike?



Stay in touch with the company, apply to other projects

- Continue to build the relationships
- Gain additional experience







Get started now!

Use the link provided by your Career Services Office

Or go to: www.parkerdewey.com

