

MICRO-INTERNSHIPS

Describing Parker Dewey Experience on a Resume and LinkedIn

After you have completed your Parker Dewey project, **showcase your experience** in your resume, on LinkedIn, and in future networking and interviews. We have several tips to get you started.

On A Resume

Writing up your Parker Dewey experience on your resume is critical. If you signed a non-disclosure agreement for a project, honor that agreement and speak about your work without revealing any company specifics. Here is an example of how your work with Parker Dewey can be presented on your resume:

[INDUSTRY SPECIFIC] EXPERIENCE *[multiple industry sections are optional, otherwise do one "Experience" section]*

Parker Dewey, Independent Consultant

Type of Firm and Location (for each Parker Dewey experience)

Month Year - Present

- Describe your experience, skills, and resulting outcomes in bullet form
- Begin each line with an action verb and include details that will help the reader understand your accomplishments, skills, knowledge, abilities, or achievements
- Avoid having 1-3 words go to a second line with a bullet point

Type of Firm and Location (for each Parker Dewey experience)

Month Year - Month Year

- With your next-most recent position, describe your experience, skills, and resulting outcomes in bullet form
- Quantify where possible and show results
- Do not use personal pronouns; each line should be a phrase rather than full sentence

Here are some example bullet points to talk about your experiences with Parker Dewey:

- *Developed a marketing strategy plan for client including website content and social media plan*
- *Identified prospects and vendors through research, then presented with strategies to cultivate future relationships*
- *Wrote blog content to increase thought-leadership and kick-off guidebook series for real estate client*
- *Developed an excel database for an international payment process company that is rapidly growing in the healthcare industry. This excel file highlighted the 5 largest markets for international patients, detailing size of market, services provided, and key hospitals specializing in those services*

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On a LinkedIn Profile

Here are some example LinkedIn titles for work with Parker Dewey:

- Individual Consultant at Parker Dewey
- Independent Consultant at Parker Dewey (contractor)
- Freelance Consultant at Parker Dewey
- Micro-Intern at Parker Dewey

Here is a sample synopsis statement for a Parker Dewey experience:

Parker Dewey offers micro-internships for college students through projects with various companies. Short projects related to consumer behavior, effective social media marketing strategies and business growth plans.

Here is an example of how work with Parker Dewey is presented on LinkedIn:



Independent Contractor

Parker Dewey

Oct 2016 – May 2017 · 8 mos

Audio Visual Company in Buffalo, NY

- Developed internal frameworks to reduce overhead costs as a percentage of revenue
- Restructured sales compensation packages to decrease overhead costs
- Collaborated with management to identify successful revenue growth strategies

Technology Firm in Chicago, IL

- Worked with management to generate actionable market research on potential leads
- Identified 75 potential clients and their digital investment portfolios for the business development division

Private Equity Firm in Philadelphia, PA

- Conducted industry analysis on the CRM and ERP industries identifying market characteristics and potential challenges
- Compiled a target list of industry leaders and key players for management

For additional support or if you want to practice what you might say in networking conversations or interviews, schedule an appointment with a SuccessWorks Career and Internship Specialist. <https://successworks.wisc.edu/make-an-appointment/>