Dennson Millare

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EDUCATION

University of South Carolina • Columbia, SC
Bachelor of Arts – Advertising; Cognate: Business and the Arts
Overall GPA: 3.48
Graduation Date: May 2020

EXPERIENCE

University of South Carolina • Columbia, SC • April 2024 – Present
Lab Analyst
- Created, interpreted, and presented social listening reports from the Quid Monitor program.
- Conducted tutorials for students and others on how to use the software.

One Coast Design • Summerville, SC • January 2022 – December 2023
Marketing Coordinator
- Engaged with Instagram accounts to boost interaction and build community within the interior design segment of the platform.
- Utilized the Later social media scheduling platform to create a consistent posting schedule to maximize engagement and impressions.
- Collaborated with the Principal Designer to research, design, and execute a social media marketing campaign across Facebook, Instagram, and Pinterest for the summer 2023 season.

Chick-fil-A • Goose Creek, SC • September 2020 – June 2021
Team Member (BOH)
- Communicated with team members often to minimize food waste.
- Promoted a lively environment during meal rushes to maximize efficiency and accuracy.
- Maintained sanitization and health standards within the kitchen.
- Prepared orders reliably and accurately to meet the guests' expectations.

Midlands Fatherhood Coalition • Columbia, SC • January 2020 – May 2020
Advertising Intern
- Organized a social media calendar, created digital visuals, and executed strategy across Facebook, Instagram, and Twitter through the Hootsuite app.
- Designed marketing campaigns to build brand awareness across the greater Columbia area.
- Collaborated on Census deliverables for target markets in Columbia.
- Researched virtual donor outreach event and mined insights based on qualitative, quantitative, and competitor analysis.

TOOLS

Google Ads • Microsoft Word • PowerPoint • Excel • Photoshop • Photography • Facebook • Instagram • Twitter • Primary/Secondary Research • Social Media Scheduling • Tech Troubleshooting