

DENNSON MILLARE

Dennson25@gmail.com • 843-501-3271 • dennson.myportfolio.com

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 social listening tool.
- Presented the lab and software to over 900 students, staff, faculty, and clients in a calendar year.

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