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# DASHA L. DILLARD

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STRATEGIC COMMUNICATIONS | HIGHER EDUCATION

## EDUCATION

**OLD DOMINION UNIVERSITY | Norfolk, VA**

**August 2022 - May 2024**

Master of Arts

Lifespan and Digital Communications

GPA: 3.83

**OLD DOMINION UNIVERSITY | Norfolk, VA**

**August 2016 - May 2020**

Bachelor of Science

Communications, Concentration: Professional Communication, Minor in Marketing

GPA 3.49

## CORE COMPETENCIES

Event Coordinating, Staff Development, Management, Creative Writing, Surveying, Content Management, Copywriting, Project Management, Professional Communications, and Public Relations.

## PROFESSIONAL EXPERIENCE

**OLD DOMINION HOUSING & RESIDENCE LIFE | Norfolk, VA**

**July 2023 – Current**

*Assistant Hall Director*

Support the Residence Hall Director and overall Housing and Residence Life in managing and developing 2 residence halls while cultivating an environment conducive to personal, academic, and social growth.

- Strategically assist the development and logistics of community-wide programs and activities that contribute to the personal and academic development of residents and student staff.
- Directly supervise and facilitate the scheduling and development of **18+** Desk Receptionists (DRs) and **2** Resident Assistants (RAs).
- Effectively serve in an on-call rotation capacity for emergencies and crises and respond and assist students, parents, faculty, and others in crises.
- Educate and hold staff accountable to all University policies, HRL policies, and HRL student staff expectations.

**OVM FINANCIAL | Virginia Beach, VA**

**December 2021 - June 2022**

*Digital Content Manager*

Assisted and supported the efforts of the marketing team and carried out marketing campaigns for OVM Financials' digital presence and online brand image. Managed digital marketing campaigns, production, and social media calendars as well as content strategy, copywriting, content creation, producing, and editing of in-house film content.

- Thoroughly copyedited **6** scripts, **31** social media posts, and assisted with blog posts, email copy, and implementing changes to the OVM blogs' content and website.

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- Dynamically developed content strategies monitored customer engagement trends, and execution of corporate marketing while coordinating with other departments to support internal objectives and goals.
  - Actively managed **5** social media platforms (TikTok, Facebook, Instagram, LinkedIn, and Twitter) using Sprout Social to plan, edit, and schedule social posts, while implementing modern Search Engine Optimization (SEO) initiatives.
    - Efficiently collaborated with marketing colleagues on cohesive campaigns and provided creative and editorial direction by assisting with the brainstorming and production of creative content for each social media platform.

**VIRGINIA SHIP REPAIR ASSOCIATION | Norfolk, VA**

**January 2021- June 2021**

*Outreach Coordinator*

Executed the organization's social media marketing and communications strategies, oversaw various committees, events, and programs as well as offered administrative and technical support to the overall staff.

- Assembled and edited the monthly newsletter which was sent to **1,100** industry recipients and managed the event RSVP process, data management, and mailing list creation for events.
- Developed content calendar and drove copywriting assignments, creative strategies, and timelines.
- Securely handled the confidentiality of departmental records by exercising discretion in communicating information to staff and association members and handled confidential departmental files.
- Provided content curation for digital and print communications campaigns and posted content and responses to appropriate social media accounts and/or internal communications platforms.
- Managed department marketing inventory and prepared materials for community outreach events.

**TECHNICAL SKILLS**

**Systems:** Adobe Premiere, Canvas, Google Suite, Hootsuite, Microsoft Office Suite, Qualtrics, Maxient, Sprout Social, WordPress