

Dillon Dennis

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SUMMARY

Recent Rochester Institute of Technology graduate with interdisciplinary experience in information technology, cybersecurity assessment, data analysis, digital systems, technical documentation, stakeholder communication, and project development. Experience analyzing data and technical information, identifying problems and opportunities, developing recommendations, documenting findings, and presenting results to stakeholders. Demonstrated ability to manage multiple assignments, collaborate with cross-functional teams, gather requirements and feedback, and use technology to develop solutions. Technical exposure includes vulnerability assessment, WordPress development, Microsoft Office, Google Workspace, Adobe applications, data analysis, and digital platforms.

EDUCATION

Rochester Institute of Technology (RIT) Bachelor of Science, Individualized Program Concentration: Media Management
Graduation: May 2026

RELEVANT ACADEMIC/TECHNICAL AREAS:

Information Technology | Cybersecurity | Vulnerability Assessment | Data Analysis | Design Thinking | Web Development | Digital Systems | Project Management | Research | Technical Presentations

TECHNICAL & PROFESSIONAL SKILLS

Information Technology: Vulnerability Assessment, Systems Analysis, Requirements Gathering, WordPress, Technical Documentation, Data Analysis, Risk Analysis, Troubleshooting
Software & Platforms: Microsoft Office, Google Workspace, WordPress, Adobe Creative Suite, Hootsuite, Canva, DaVinci Resolve, FL Studio
Analysis: Data Analysis, Market Research, User Research, Competitor Analysis, Performance Metrics, Risk Prioritization, Recommendation Development
Project & Business: Requirements Gathering, Stakeholder Communication, Project Coordination, Presentation Development, Team Collaboration, Process Improvement, Customer/Client Support
Media Technology: Adobe Photoshop, Illustrator, Premiere Pro, Audition, Audio Production, Video Production, CompTIA Network+ course

TECHNICAL & ANALYTICAL PROJECTS

Security Analyst — Brick Wall Cyber

Rochester Institute of Technology | 2025

- Conducted a vulnerability assessment of network infrastructure and externally accessible systems, evaluating threats to confidentiality, integrity, and availability (CIA).
- Analyzed and documented 16 vulnerabilities, including 10 critical, 3 high, and 3 medium-severity findings, using CVSS scoring, likelihood, business impact, and mitigation priority.
- Researched potential mitigation approaches and developed recommendations for strengthening the organization's cybersecurity posture.
- Evaluated GitLab CE/EE 16.0.0 path traversal (CVE-2023-2825, CVSS 7.5), identifying potential unauthorized access to files and directories outside restricted application paths.
- Evaluated WordPress SQL injection exposure (CVSS 8.0) that could enable unauthorized access to /wp-admin, credential compromise, brute-force attacks, and potential remote code execution through compromised plugins or themes.
- Collaborated with team members to organize project activities, evaluate findings, and complete project deliverables.
- Applied analytical reasoning to technical information to determine relationships between vulnerabilities, organizational risk, and potential corrective actions.
- Translated technical assessment results into documented findings and recommendations understandable to project stakeholders.
- Prepared professional reports and presentation materials communicating technical risks, findings, and proposed mitigation strategies.

Design Thinking & Solution Development — iSMASH

Rochester Institute of Technology | 2026

- Worked with a cross-functional project team to analyze a real-world sustainability problem involving glass-waste reduction.
- Conducted user research and collected feedback used to evaluate proposed solutions.
- Participated in solution ideation, prototype development, evaluation, and iterative improvement.
- Participated in identifying user and stakeholder needs and translating those needs into potential solution concepts.
- Applied a 7-stage design-thinking framework spanning intent definition, context analysis, stakeholder research, insight framing, concept exploration, solution development, and implementation planning.
- Proposed scalable implementation strategies involving recycling facilities, waste-management providers, creative-reuse programs, and sustainability-focused partnerships, with emphasis on cost, compliance, and operational feasibility.
- Presented a “Green Rage Room” sustainability initiative positioning waste reduction as an operational improvement and competitive differentiator while strengthening community and industry partnerships.

Digital Marketing & Web Development — Uber Influencer Program

Rochester Institute of Technology | 2024

- Developed a proposed service concept called the Uber Influencer Program (UIP) as part of a marketing and digital-service development project.
- Analyzed potential user and business needs and incorporated findings into the proposed service strategy.
- Translated research findings and business requirements into a structured implementation roadmap, demonstrating web development, requirements analysis, data analysis, performance measurement, and stakeholder communication.
- Developed a KPI and performance-measurement framework tracking engagement rate, user-generated content (UGC), conversion rate, repeat-customer rate, click-through rate (CTR), and customer lifetime value (CLV).
- Established measurable performance requirements including 5,000 UGC submissions, 10% UberOne conversion, 15% repeat-customer growth, 3% email CTR, 4% SMS CTR, and 20% CLV growth.
- Incorporated feedback loops, personalization, audience scaling, influencer expansion, and ongoing optimization into the proposed system for improving customer engagement and retention.
- Developed a WordPress web page to demonstrate how the proposed service could be presented to prospective users.

Data Analysis & Behavioral Research — CampusFuel Co.

Rochester Institute of Technology | 2026

- Conducted research and analyzed market, competitor, audience, and performance information to identify business opportunities.
- Organized and evaluated data from multiple sources to identify patterns and support recommendations.
- Developed a structured strategy based on research findings and project requirements.
- Converted analytical findings into actionable recommendations for project stakeholders.
- Collected 54 completed participant interactions and 54 behavioral data points, using participant reward selections as a measurable behavioral outcome.
- Applied statistical significance testing to evaluate intervention effectiveness, identifying significant changes in self-efficacy and intent to reduce junk-food consumption.
- Applied regression analysis to identify predictive relationships between attitudes and behavioral intentions; positive perceptions of healthy eating significantly predicted increased healthy-food intake and reduced junk-food consumption.

Product Designer & Web Storefront Developer — Shopify

Rochester Institute of Technology | 2025

- Designed and developed Rockstar Pierre, a Shopify e-commerce storefront, translating business and user requirements into a structured site architecture consisting of 4 product categories (T-shirts, sweaters, sweatpants, and accessories), product-detail pages, About, and Contact functionality.
- Customized Shopify's Dawn theme by replacing the default homepage with a branded image slideshow, implementing dropdown navigation, and configuring the storefront's UI/UX, typography, color system, product imagery, sizing information, and customer-review functionality.
- Evaluated and integrated 3 third-party Shopify applications—Tapstitch, Selection Star, and Selection Store—to extend native storefront capabilities through product customization, modular page sections, responsive layouts, and configurable visual components.
- Conducted SEO, search-trend, and website-performance analysis using SEOptimer, Google Trends, and RankingCoach; the SEOptimer assessment produced an overall B-, with category scores of B for on-page SEO, F for links, A- for usability, A+ for performance, and B- for social. Used these findings to identify optimization opportunities.
- Applied user-centered design and audience analysis to develop the storefront for a defined target market of ages 13–25, focusing on consumers interested in underground hip-hop, Y2K/streetwear fashion, music creation, and creative self-expression; translated these requirements into product positioning, navigation, promotional content, and e-commerce functionality.

PROFESSIONAL EXPERIENCE

Social Media Marketing Consultant — Northfield Music

Pennfield, NY | 2024 - 2025

- Conduct social media audits and competitive benchmarking across Instagram, Facebook, Twitter, and YouTube to evaluate audience reach, platform presence, engagement opportunities, and competitive positioning.
- Perform audience segmentation and persona analysis across parents purchasing entry-level instruments, guitar enthusiasts seeking premium equipment, and Fender enthusiasts responding to Northfield's new Fender partnership.
- Develop SMART objectives and KPI frameworks targeting a 40% increase in post impressions, 20% follower growth, and 15% improvement in website click-through rate (CTR).
- Design performance measurement methodologies using impressions, follower acquisition, clicks, and CTR calculations to evaluate campaign effectiveness and identify optimization opportunities.
- Develop A/B testing strategies comparing CTA formats, messaging, and media types to determine higher-performing content and improve website conversion pathways.
- Develop a structured content architecture using relatable, educational, inspirational, and entertaining content pillars across social publishing, social entertainment, social community, and social commerce channels.
- Analyze platform performance and identify process and engagement gaps, recommending cross-promotion with local musicians and music schools to increase organic reach and impressions.
- Translate business objectives into digital requirements, campaign specifications, content workflows, and measurable performance criteria.

Digital Marketing Intern — HIT Central Studios

Brooklyn-New York, New York | 2024 - 2025

- Conduct market research and lead-generation research to identify local businesses, community organizations, media outlets, radio stations, social-media accounts, and potential strategic partners.
- Develop and maintain structured prospect databases containing business names, business categories, contact information, websites, social-media handles, and outreach channels to support targeted business development.
- Segment prospects by business type, audience, service fit, geographic relevance, and partnership potential to support targeted outreach and campaign prioritization.
- Develop cross-promotional partnership strategies involving local restaurants, cafes, gyms, schools, churches, synagogues, libraries, retailers, photographers, videographers, and other community organizations.
- Design a lead-conversion strategy using personalized messaging, exclusive offers, discount codes, QR-code tracking, direct mail, social communities, and partnership-based referrals.
- Develop the "Behind the Business" content pipeline, identifying local businesses with active social followings and converting partnerships into professionally produced podcast and short-form video content.
- Structured a Business Feature Package consisting of a professionally produced five-minute podcast, two edited 30-second social-media clips, and collaborative social publishing designed to extend audience reach through partner networks.
- Develop content repurposing workflows that convert long-form podcast recordings into short-form video assets optimized for Instagram/TikTok distribution.
- Research and develop event-based acquisition strategies, including technology-and-music panels, karaoke events, networking opportunities, local-business showcases, and community partnerships.

Visual/Sound Media Producer — Whole Black Sole

Washington, District of Columbia | 2025 - Present

- Translate stakeholder requirements into technical production specifications, multimedia deliverables, asset requirements, and implementation workflows.
- Design digital assets using Adobe Photoshop, Illustrator, and Canva, applying established visual specifications and maintaining consistency across campaign deliverables.
- Produce and edit multimedia content while performing quality reviews to identify and correct technical or presentation issues.
- Coordinate concurrent production workflows involving asset management, version iterations, technical specifications, deadlines, and stakeholder approvals.
- Collaborate with project leads to evaluate requirements, communicate project status, resolve implementation issues, and validate completed deliverables.
- Integrate graphics, video, audio, digital platforms, and content-management workflows into end-to-end multimedia systems

Camera Operator Intern — OWE Outreach Center

Baltimore, MD | 2024 – 2024

- Operated professional camera systems while performing real-time systems monitoring and visual quality assurance during live and recorded productions.
- Monitored camera feeds for framing, composition, exposure, focus, continuity, and visual defects against established production specifications.
- Diagnosed and corrected visual-production issues through real-time troubleshooting and equipment configuration adjustments.
- Responded to changing production conditions through rapid fault identification, corrective action, and technical decision-making.
- Maintained production continuity while monitoring multiple technical variables simultaneously.
- Communicated technical requirements, system status, and production changes across a cross-functional production team.

Audio Recording Engineer — WITR Radio

Rochester, NY | 2022 – 2023

- Operated and monitored live broadcast audio systems, maintaining consistent signal levels and audio quality throughout radio programming.
- Performed sound checks and pre-broadcast system testing, verifying microphone inputs, channel routing, headphone monitoring, playback sources, and studio-to-broadcast signal paths before live programming.
- Monitored input gain, signal levels, noise floor, clipping, distortion, and overall signal integrity to identify technical issues before and during broadcasts.
- Performed gain staging across microphones and other audio sources to maintain adequate signal strength while preventing clipping and unwanted noise.
- Adjusted microphone and channel levels based on voice dynamics, source characteristics, and broadcast requirements, maintaining consistent levels between hosts and other audio sources.
- Troubleshoot issues involving low signal levels, excessive background noise, distortion, inconsistent monitoring, and signal interruptions, making real-time adjustments to restore proper operation.

CERTIFICATIONS

- Hootsuite Platform Certification
- Hootsuite Social Media Marketing Certification
- Global Leadership Certificate
- Mastering Negotiations Certificate

CAMPUS & COMMUNITY INVOLVEMENT

- Black Artists & Records Society
- Marketing, Advertising & Public Relations Club
- Computing Organization for Multicultural Students
- National Society of Black Engineers