

# Phillips Wood

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## EDUCATION

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**Southern Methodist University** **May 2023**  
*Temerlin Advertising Institute* *Dallas, TX*  
*Bachelor of Advertising (Digital Media Strategy)*  
*Minor, Cultural Anthropology*

- Study Abroad – Lugano, Switzerland – Fall 2019 at Franklin University

## WORK EXPERIENCE

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**EPM Scientific** New York, NY  
*Commercial Recruiting Consultant* Sept 2023 – Current

- Expanded the client base by signing partnerships and negotiating service terms, resulting in over \$30,000 in billing within four months.
- Enhanced project management and client relations by leading a full 360 recruiting cycle, surpassing daily call targets with up to 150 calls.
- Streamlined candidate qualification, improving interview processes that contributed to robust business development and enhanced client service.
- Drove revenue growth by synergizing client acquisition and talent engagement, utilizing CRM to develop profitable business relations.

**Dakota 283** Lake City, PA  
*Digital Marketing Intern* May 2022 – July 2022

- Fostered customer loyalty by crafting social media content that articulated the company's value proposition, enhancing customer retention rates.
- Gathered insights into industry trends and best practices at product design conferences, delivering strategic proposals to the product team.

**Sterling Technologies Inc.** Erie, PA  
*Sales and Marketing Intern* Jun 2021 – Aug 2021

- Orchestrated a multi-channel marketing campaign that led to a 40% uptick in qualified leads and a 25% growth in conversion rates.
- Initiated a partnership program that increased brand reach by 150%, leveraging collaborations with influencers and industry leaders.

**E-Commerce Drop-Shipping** Dallas, TX  
*Founder* Aug 2017 – Sept 2022

- Increased customer lifetime value by 35% by deploying tailored account strategies, which solidified repeat business and expanded our market foothold.
- Enhanced product offerings by incorporating client feedback, resulting in a 50% uplift in customer satisfaction and fostering a culture of continuous improvement.

**Franco's Fine Clothier** Henrico, VA  
*Salesperson* Aug 2017 – Jul 2019

- Schedule appointments with established clients and recommend clothing based on learned style preference

## LEADERSHIP & VOLUNTEER

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**Phi Gamma Delta** Dallas, TX  
*New Member Educator* Aug 2021 – May 2023

- Managed new member onboarding, enforcing standards and compliance.

*Merchandise Chairman* Aug 2020 – May 2023

**Special Olympics Virginia** Goochland, VA  
*Assistant Coach* Aug 2016 – Aug 2021

## ADDITIONAL SKILLS

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SaaS/Technology Sales, Customer Relationship Management, Strategic Sales Planning, Pipeline Management, Contract Negotiation, Networking, Sales Analytics, Account Management, Presentation Skills, Strategic Partnerships, Upselling and Cross-Selling, Business Application Solutions, Forecasting, Velocity Activities, Sales Performance Optimization, Customer Happiness Improvement, Business Need Analysis, Strategic Selling, Deal Closure, Relationship Building, Emotional Intelligence, Attention to Detail, Quick Decision Making, Time Management, Market Trend Analysis.