

Phillips Wood

woodp@smu.edu linkedin.com/in/phillipswood (804) 432-4852 3230 Daniel Ave Dallas, TX 75205

EDUCATION

Southern Methodist University <i>Temerlin Advertising Institute</i> <i>Bachelor of Advertising (Digital Media Strategy)</i> <i>Minor, Cultural Anthropology</i> <ul style="list-style-type: none">Study Abroad – Lugano, Switzerland – Fall 2019 at Franklin University	May 2023 Dallas, TX
---	-------------------------------

WORK EXPERIENCE

Independent E-commerce Venture <i>Freelance Marketing Consultant</i> Managed various sales channels optimizing overall sale performance increasing productivity and efficiency for multiple online stores, and generating \$600k in total revenue Conducted in-depth analysis of advertising data across multiple stores, and monitored product-specific campaign performance to identify opportunities for optimizing sales performance	Fort Lauderdale, FL July 2022 – Aug 2022
Dakota 283 <i>Digital Marketing Consultant</i> Created and managed engaging social media content that effectively communicated company value proposition and promoted customer retention Participated in product design conferences to gain insights into industry trends and best practices, and conducted market research providing strategic proposals to product development team	Lake City, PA May 2022 – July 2022
Sterling Technologies Inc. <i>Intern</i> Updates to Shopify inventory of over 500 items reduced backlog by 25% Created effective podcast affiliate program, improving partnerships and website traffic by 20% Implemented effective content marketing for a TV show newsletter, driving traffic and sales	Erie, PA Jun 2021 – Aug 2021
E-Commerce Drop-Shipping <i>Founder</i> Analyzed social media trends and used Google Ads to develop targeted marketing campaign generating an increased click rate of 2-5% Tracked year-over-year and month-to-month sales through Shopify and experienced year-over-year growth of 15% generating a total revenue of \$230k Utilized Shopify to develop user-friendly website and integrate social media accounts to provide high quality direct business to consumer purchase digital platform	Dallas, TX Aug 2017 – Sept 2022
Francine Clothier <i>Salesperson</i> Schedule appointments with established clients and recommend clothing based on learned style preference	Henrico, VA Aug 2017 – Jul 2019

LEADERSHIP & VOLUNTEER

Phi Gamma Delta <i>New Member Educator</i> Ensured that new members met all requirements and standards for membership while facilitating communication and support during the education process	Dallas, TX Aug 2021 – May 2022
Merchandise Chairman Developed choke price on select products to influence purchasing behavior of members in order to drive down overall cost of merchandise for most marketable items Collaborated with Fresh Prints campus ambassadors to produce customized mock-ups and proofs	Aug 2021 – May 2023
Special Olympics Virginia <i>Assistant Coach</i>	Goochland, VA Aug 2016 – Aug 2021

ADDITIONAL SKILLS

Expertise in SEO and PPC advertising, social media strategy, Google Ads, graphic design using Canva or Adobe Photoshop, email marketing, content creation for social media, data analysis using Excel or Google Sheets, public speaking and presentation development, and branding and corporate identity