

EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA  
**Bachelor of Business Administration**  
**Major: Marketing**  
Date of graduation December 18, 2014

PORTFOLIO: <http://community.mis.temple.edu/twilson/>

ACTIVITIES & AWARDS:

1 <sup>st</sup> Chair Bass Clarinetist at the Pennsylvania Music Educator Association (PMEA)	2008
American Red Cross Volunteer	2007 – 2008
Eagle Scout Troop 10 Yardley, PA.	May 7 <sup>th</sup> , 2009
Temple Ultimate Frisbee Club	2011 – 2014
1 <sup>st</sup> place in Capsim Business Simulator – Marketing Capstone Course	Nov 2014
Participated in the National Sales Competition at William Patterson University	Nov 2014
Wounded Warrior Project Volunteer	2014

EXPERIENCE: SEMRUSH Inc., Trevese, PA February 2015 – Present

**Sales Executive**

Generated revenue by selling to new and upselling existing customers on a monthly quota.  
Was top executive for the month of April 15’ and August 15’ by total revenue (out of seven executives)  
Only missed quota twice—2/3 months of Q4, 2015. Inside sales conference sales environments.  
I can negotiate a SaaS contract, build and maintain relationships with clients, support internal projects when need be, and connect content marketing writers with tip level customers for collaboration.

DMI PARTNERS, Philadelphia, PA December 2013 – January 2014

**Internship**

Executed search engine optimization duties.  
Daily activities included: creative writing, attention to search engine trends and Google updates, and analysis of key metrics, link building, guerrilla marketing, data research, and contact building.  
Conferenced with client on performance updates and needs identification.  
Conducted several business analysis reports with multiple deadlines.

SEARCH ENGINE MARKETERS, Warminster, PA September 2012 – August 2013

**Internship**

Executed search engine optimization duties.  
Conducted multiple projects at once with little supervision.  
Organized, analyzed, and reported large data.

PROFESSIONAL SALES ORGANIZATION: January 2012 – December 2014

**Director of Digital Operations**

In charge of digital branding, marketing and content management for PSO’s website.  
Connected PSO with guest speakers and sponsorships.  
Developed sales skills through ADP role plays and peer coaching.

SKILLS & LANGUAGES:

**Woodwinds:** Bass Clarinet, Clarinet, Tenor Saxophone  
**Adobe Suite:** (CS6) Photoshop, Illustrator, Dreamweaver  
**Computer Languages:** HTML/CSS, SQL – basic understanding  
The Microsoft Suite  
Sales Operations  
Digital Marketing  
Search Engine Marketing  
Vehicle Repair  
Handy-man skills  
Customer service  
Web Analytics  
Creating Videos for YouTube  
Statistics  
Leadership

REFERENCES:

**STEPHEN M. NUTTALL**

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