


Resume: Wade Phelps

Digital Marketing Expert | SEO, PPC, AI Automation

 **Want Proof?** Visit my portfolio: <https://www.wadephelps.com/>

My Career:

27+ Years in online marketing

University of North Texas Health Science Center (UNTHSC)

SEO & PPC Director July 22 to Current

- **10X growth in traffic:** Scaled from 980,000 in 2022 to 9.95 million annual visitors by 2024.
- **30X increase in lead generation:** Focusing not just on traffic, but meaningful conversions.
- **23% of web traffic AI-driven:** Integrated AI into ad targeting, keyword strategy, and campaign automation;
- **Lowered CPC by 64.43%:** and improved conversion acquisition by 46%.
- **One Efficient Marketing Plan:** Consolidated SEO, PPC, analytics, and content into one efficient system while maintaining maximum employee participation. I believe in giving every employee a purpose, not just a paycheck.

Wetherite Law Firm / LawBoss, Dallas, TX

Digital Media Buyer

February 2022 – November 2023

- Increased business volume by 25% in the first month, and 40% within 90 days.
- Lowered cost per acquisition by 15% across paid channels.
- Managed PPV ad platforms, streaming video, and social campaigns.

DBuggers / Turnkey Web and Marketing, Inwood, NY

President / Owner

April 2011 – February 2022

- Managed 100+ global employees and 4,100 influencer campaigns.
- Conducted 12,600+ on-page SEO audits and built 1,800+ email marketing campaigns.
- Generated 340 million+ page views and 6.5 million+ social media followers.
- Led SEO, PPC, branding, and scaling projects for dozens of startup and Fortune-level clients.
- Maximized marketing budgets by lowering cost per lead (CPL) through precision audience targeting.

My Education:

University of Colorado (CU) – in Music Theory

(Note: Formal online marketing degrees were not offered at the time)

- While not holding a formal marketing degree at the time, Wade began building real-world marketing experience during and after this period.
- Focused coursework on music industry marketing and promotion, aligning with the early rise of digital platforms like Napster, MySpace, AOL, and YouTube
- Gained early insights into audience targeting, brand visibility, and media distribution as digital music platforms reshaped global marketing
- While not holding a formal marketing degree, Wade began building real-world online marketing experience during this foundational era—combining creativity, early tech fluency, and storytelling that carried into his career across health care, law, retail, and cybersecurity sectors

Ongoing Certifications - Over **575+ certifications** in digital marketing, design, development, analytics, AI, and more — equivalent to **three doctorate-level programs** in scope. Completed an average of one certification per month for 27+ years. Recent certifications include advanced training in:



- **AI & Marketing Automation** (ChatGPT, Claude, Gemini, Jasper, Zapier, Power Automate)
- **SEO Tools & Strategies** (SEMRush, Ahrefs, Google Search Console)
- **Paid Media Platforms** (Google Ads, Microsoft Ads, Meta/Facebook Ads)
- **Web & Funnel Analytics** (GA4, Tag Manager, Looker Studio)
- **Social Media & Community Growth** (YouTube, Reddit, LinkedIn, Instagram)
- **Design, UX, and Conversion Strategy** (Canva, Adobe Suite, motion graphics tools)


Special Training & Apprenticeships


- **Mentored by multiple angel investors** on scaling early-stage startups
- **Led national growth campaigns** for clients across tech, retail, health care, and government sectors
- **Built and maintained sustainable marketing systems**, pipelines and journeys, analytics dashboards, and automated lead gen pipelines

Basic Summary:

Wade Phelps

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Dear Hiring Manager,

In digital marketing, it's easy to focus on traffic. But real success is measured in outcomes—leads, conversions, and growth.

At the University of North Texas Health Science Center, I led a full-scale SEO and PPC strategy that delivered more than just clicks. In two years, we scaled from 1 million annual visitors (2022) to over 9.95 million (2024). That's 10X traffic growth—but more importantly, it translated to 30X growth in lead generation and significant cost-efficiencies across paid media.

I specialize in transforming digital ecosystems:

- Building traffic that converts, not just inflates
- Merging content, PPC, SEO, and AI automation for long-term performance
- Using in depth research and competitor audits to drive market advantage
- Delivering clear, measurable returns—not just reports

I've worked in high-pressure industries where performance defines your value. I'm confident in what I deliver because I've done it—again and again. Give me 30 minutes, and I'll show you why I'm the right fit.

Though my formal degree focused on music theory, I concentrated on marketing and promotion—just as platforms like YouTube, Spotify, Napster and other digital streaming began transforming how brands reached audiences. That early training gave me a front-row seat to the rise of online marketing.

Thank you for your time and consideration. I welcome the opportunity to contribute to your mission and deliver results that matter.

Sincerely,
Wade Phelps