# Wade Phelps – Cover Letter

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🌐 Portfolio: https://www.wadephelps.com/

Dear Hiring Manager,

With over 27 years of experience driving digital strategy, I specialize in helping organizations in health care, education, and mission-driven sectors achieve measurable results through modern SEO, paid media, automation, and analytics.

**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 backlink 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.**

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

Sincerely,
Wade Phelps

# Resume: Wade Phelps

Digital Marketing Expert | SEO, PPC, AI Automation

🌐 Portfolio: https://www.wadephelps.com/

## University of North Texas Health Science Center (UNTHSC)

Director of Online Marketing

- **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.

## Witherite 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.

## EDUCATION

**University of Colorado: 1996**

B.A. in Music Theory

Focused on composition, structure, and communication—long before universities offered degrees in online marketing. This foundation sharpened my storytelling skills and strategic thinking, which now drive digital campaigns with measurable impact.

**Ongoing Courses & Certifications: 1997 – Present**

Over 575 Certifications Earned – Equivalent to 3+ Doctorate Degrees in Applied Marketing

- **Lifelong learner**—I complete new courses every month to stay sharp across all digital channels.
- **Certified in**: Google Ads, GA4, Meta, Salesforce, Mailchimp, Looker Studio, and more.
- **Mastered skills in** SEO, PPC, analytics, content strategy, video production, and automation.
- **AI-focused training** includes ChatGPT, generative content, automated workflows, and marketing automation.
- *Because in this field, what worked last year may not work next week. I don't just react to change — I train for it.*