

PATRICK DELUCA

AI-Native Marketing & Growth Executive

Performance Marketing | Automation & AI Systems | Revenue Strategy

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EXECUTIVE SUMMARY

Marketing executive operating at the intersection of performance marketing, AI/automation infrastructure, and revenue accountability. Currently direct marketing operations for a martech operator running three consumer-facing automotive lead-generation brands, where I replaced a deteriorating call-only contact model with an SMS-first, AI-driven engagement system — lifting contact rates roughly 50% inside the first weeks of launch and pushing connection rates toward ~75% against an industry trend moving the other direction.

Equally fluent in paid-search restructuring, agentic AI systems on Cloudflare's edge, executive-level marketing reporting, and translating raw campaign data into board-grade decisions. Built to walk into a growth-constrained organization, find where spend is leaking, deploy AI to multiply marketing output without expanding headcount, and convert acquisition into measurable pipeline.

SELECTED IMPACT

- **Designed and shipped a multi-channel Agentic AI Engagement Engine** — covering webchat, SMS, WhatsApp, Telegram, and Facebook Messenger — on Cloudflare's edge stack (Workers, Durable Objects, D1, Vectorize, Queues, AI Gateway), replacing call-center bottlenecks with autonomous scheduling, retrieval-augmented conversation, and a learning loop tied directly to downstream outcomes.
- **Led an SMS-first contact strategy across three lead-generation brands** that lifted inbound message volume sharply and improved contact rates ~50% within weeks of launch, against an industry-wide trend of declining call-answer rates.
- **Restructured Google Ads across multiple accounts** using search-term mining, negative-keyword expansion, and a three-tier campaign architecture (high-spend / efficient / experimental) to reduce wasted spend and concentrate budget on high-intent revenue queries.
- **Built executive-level marketing reporting for the COO and senior leadership**, including audience-segmented external reports that protect sensitive performance economics per partnership rules, translating raw ad-platform exports into board-ready optimization decisions.

CORE COMPETENCIES

Revenue Growth • Performance Marketing • Google Ads / Paid Search • Search-Term Mining & Waste Reduction • Demand Generation • Lead Generation • Conversion Optimization • Marketing Analytics & Attribution • AI / Agentic Marketing Workflows • Marketing Automation & MarTech • Multi-Channel Contact Strategy (SMS, WhatsApp, Telegram, Messenger, Webchat) • Cloudflare Edge / Workers / D1 / Vectorize • Go-to-Market Strategy • Executive Reporting • Cross-Functional Leadership • Brand Positioning • Creative Direction • Budget Ownership

PROFESSIONAL EXPERIENCE

Director of Marketing Operations — CloudOne

Aug 2025 – Present

Martech operator running three consumer-facing automotive lead-generation brands: CreditYES, CarApprovalPro, and NOLA Car Deals. Report into the COO; partner closely with Sales and Contact Center leadership.

- Direct full-stack marketing operations across three brands: paid acquisition, lead routing, contact-center integration, creative production, automation infrastructure, and executive reporting to the COO and senior leadership.
- Built and shipped an Agentic AI Engagement Engine on Cloudflare's edge (Workers, Durable Objects, D1, Vectorize, Queues, AI Gateway) handling webchat, SMS, WhatsApp, Telegram, and Facebook Messenger with retrieval-augmented context, autonomous scheduling, and a learning loop tied to contact-center outcomes.
- Diagnosed declining call-answer rates and led the pivot to an SMS-first contact strategy; inbound message volume rose substantially and contact rates climbed ~50% within the first weeks of the Q1 2026 launch.
- Restructured Google Ads using search-term-level analysis to identify wasted spend, prune low-intent queries, and concentrate budget on high-converting terms — producing a three-tier campaign architecture (high-spend / efficient / experimental) that gave leadership clear spend governance and a real cost-per-quality-lead view.
- Established audience-segmented reporting standards so each stakeholder receives data appropriate to their role — including the rule that external Conquest campaign reports omit cost/spend metrics — protecting margin economics without sacrificing performance transparency.
- Translated leadership's vision for a new CRM-centric intelligence and communication platform into shippable GTM assets: animated product films, ElevenLabs voiceover, AI-generated video, and a coherent narrative architecture treating the founder's core narration as immutable.

Director of Demand Generation — Car Capital Technologies

Sep 2023 – Aug 2025

Auto-finance technology platform serving dealers and lenders across the United States.

- Spearheaded development of a lead-generation platform combining digital marketing systems with applied AI to drive higher-quality dealer and consumer pipeline.
- Managed paid-media budgets across Google Ads and paid social, restructuring spend allocation, targeting, and creative cycles to materially improve ROI on acquisition campaigns.
- Led a multidisciplinary marketing team — paid media, creative, analytics — through campaign planning, execution, and performance iteration aligned to revenue and pipeline outcomes.

SEO & PPC Specialist — CloudOne

Sep 2020 – Jan 2024

Earlier tenure at CloudOne, embedded across the three-brand portfolio.

- Directed SEO and PPC across the brand portfolio, restructuring campaigns and refining keyword strategy to lift conversion efficiency and lead quality.
- Ran comprehensive site audits and performance assessments that informed technical SEO, on-page, and landing-page strategy.
- Served as principal technical-SEO liaison across product, engineering, and marketing — bridging implementation detail and growth objectives.

Lead Generation Specialist — CreditYES (CloudOne brand)

Nov 2020 – Sep 2023

- Designed and shipped lead-generation strategies that consistently exceeded target volumes for the auto-credit consumer brand.
- Built CRM protocols that improved lead tracking, attribution, and conversion across the funnel.
- Integrated early-generation AI tooling into customer interactions to personalize messaging and lift engagement-to-conversion rates.

Senior Project Manager — Coalition Technologies

Jun 2016 – Sep 2020

National digital marketing and web design agency.

- Managed high-stakes client marketing programs across digital and traditional media, leading cross-functional execution teams.
- Built and maintained senior client relationships, advising on strategy, scope, and growth opportunities; drove retention and account expansion.

AI, AUTOMATION & TECHNICAL MARKETING SYSTEMS

A differentiated capability layer most marketing executives don't operate at directly:

- Architected and operate production marketing automation and AI-agent systems on Cloudflare's edge — Workers, Durable Objects, D1, KV, Vectorize, Queues, AI Gateway, R2 — not prototypes.
- Built retrieval-augmented conversational systems with autonomous scheduling and a learning loop tied directly to revenue outcomes, not vanity metrics.
- Designed AI-assisted analytical workflows for paid-search waste detection, search-term scoring, and campaign segmentation that convert raw platform exports into executive-ready decisions in minutes.
- Operate a hardened home-lab environment (Proxmox, dual NVIDIA GPUs, local LLM stack, OPNsense, Cloudflare DNS-over-TLS) for prototyping marketing AI workflows before production deployment — new tooling is proven on real workloads before it touches the business.

TOOLS & STACK

Google Ads, Google Analytics, Looker Studio, Cloudflare Workers / D1 / Durable Objects / Vectorize / Queues / AI Gateway / R2, OpenAI / Anthropic / open-weight LLMs, ElevenLabs, AI video generation, Python, TypeScript / JavaScript, RAG and vector search, SMS / WhatsApp / Telegram / Messenger APIs, CRM and contact-center integration.

EARLIER CAREER

Broadcast Radio — Morning Show Host, Imaging Director, On-Air Personality across multiple markets (2002–2015). Top-rated morning team in Canton, OH (2006–2012); foundational creative-production, voiceover, and on-air skill set that now informs AI voice and video work.

CREDENTIALS & EDUCATION

Google Ads Certified — Search, Display, Shopping • Google Analytics Certified • Microsoft Certified Advertising Professional

Diploma, Wadsworth Senior High School — Wadsworth, OH (2000)