

James Dupre

VP of Paid Media | Built AdNexus, an AI Operating System for Paid Media

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Executive Profile

Paid-media leader with 20 years in digital marketing. Joined elk Marketing in 2017 as its only paid-media person and built the department to six strategists and approximately \$100M in annual client media spend. In 2026 built AdNexus, the AI operating system the team now uses on live client accounts, from the same written standard every strategist is trained on.

Professional Experience

elk Marketing

VP of Paid Media | July 2017–Present | Remote

Built the paid-media department from a **team of one**. Lead **six direct reports** and department operations across **approximately \$100M** in annual client media spend, and still work directly on selected accounts.

AdNexus: AI operating system for paid media

Conceived AdNexus and built it myself with Claude Code and Codex. It brings Google, Meta, TikTok, Microsoft, GA4, Triple Whale, Slack and Asana into one place. Strategists ask in plain English and get a sourced answer, a dashboard or a change ready for approval.

- Saved each strategist **20+ hours per week**. Eighteen automated checks watch search terms, ad copy, landing pages, budgets and creative performance, and flag only what needs a decision.
- Merged **860 code changes** in three months. AdNexus now holds 34 client workspaces, and its 165 tools also work inside AI assistants such as Claude, so the team can question live account data.
- Designed for the whole agency, with dashboards for strategists, account executives, project managers, creative teams and leadership. A full audit and optimization of an unfamiliar account now takes **about 30 minutes**.
- Cut campaign build time to **approximately 100 ads in 2 minutes** versus 2–3 minutes per ad by hand, and Google Performance Max campaigns in about 2 minutes.

Team and standards

- Grew the team from **one to six strategists** with a hiring, onboarding and account-review process built from scratch, so quality holds as the client list grows.
- Wrote the **200+ page guide** to audits, optimization and training, and the Ad Training Library of playbooks and exercises, then built the same guidance into AdNexus analysis and creative work.
- Trained the team to use AI on live client work through a beginner-to-advanced program built on real account exercises.
- Improved ROAS to **2–3x prior-year levels** on selected accounts by combining paid-media expertise with AI-assisted analysis, AdNexus workflows and campaign optimization.

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Meta Agency Award

Helped lead the elk team behind Compartés' 2025 holiday campaign, winner of the 2026 Meta Agency Award for Performance Campaign of the Year by a Boutique Agency in North America. Planned the \$200,000 Meta budget and its pacing, and wrote the award submission. The campaign delivered **56% year-over-year website-sales growth** and **4.26x Meta ROAS**.

Other Builds

Summoner | AI harness in development

Desktop app for directing several AI coding agents on one project, with a second model reviewing the work before it is kept.

Personal AI Brain

Private knowledge system that lets AI assistants pick up any project with its history, decisions and sources, instead of starting from scratch.

Snipping Tool UL | public Windows app

Fast screenshot and markup tool, built in Rust with AI and released publicly.

Earlier Experience

Prove.IT Digital Agency

Digital Marketing Consultant | 2015–2020

Contract consulting across paid acquisition and conversion, alongside elk from 2017. **Doubled SaaS conversion rates** through landing-page and checkout improvements.

John's Mustang Parts & Accessories

Marketing Manager | 2008–2014

Led ecommerce and paid-search marketing. Developed product bundles that increased average order value by **45%**.

Skills

Paid media: Google Ads (Search, Shopping, Performance Max, Demand Gen, YouTube), Meta Ads, TikTok, Microsoft Advertising; GA4, Google Tag Manager, Triple Whale, Looker Studio, Shopify; attribution, budget forecasting and pacing.

AI and product: Claude Code, OpenAI Codex, ChatGPT, MCP servers and APIs, Git and pull-request review, n8n, Asana; product requirements, workflow design, AI adoption and training.

Education

Webster University | Marketing and Digital Art