



ADRIAN GHISA

MULTIFACETED VP OF MARKETING

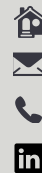
TRAVEL/OTA TECHNICAL PRODUCT LEADER

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Strategic product marketing leader with over 20 years of experience driving brand growth, customer engagement, and digital transformation across the travel industry and e-commerce sector. Proven expertise in crafting compelling value propositions, shaping go-to-market strategies, and executing AI-driven customer acquisition initiatives. Successfully led global campaigns, customer segmentation efforts, and multi-channel storytelling, leveraging data-driven insights to refine product positioning, foster customer loyalty, and deliver measurable growth. Passionate about developing customer-first marketing strategies, I bring a unique blend of creativity, analytical rigor, and leadership to create meaningful connections and drive business impact.

TOP SKILLS

PRODUCT MARKETING LEADERSHIP

Marketing Strategy	B2C e-Commerce
Marketing Analytics	Fintech
GTM Strategy	Affiliate Marketing
Audience Development	SEM & SEO
Customer Segmentation	Email Marketing
Customer Acquisition	Storytelling
Online marketing	Customer Experience

MARKETING TECH & DEVELOPMENT

HTML	RESTful APIs
CSS, JavaScript	Postman
JIRA	SQL
Confluence	Marketing Automation
Azure DevOps	CMS
Splunk Enterprise	CRM

STRATEGY TEAM LEADERSHIP

Team Management	Project Management
Business Development	C-level Partnerships
Product Management	Contract Negotiations
Resource Allocation	Vendor Partnerships
Budget Management	Big Data Analysis
Expense Controls	Sales ROI Analysis
Performance Gap Analysis	Team Training

DIGITAL MARKETING PLATFORMS

Google Analytics	Mailchimp
Adobe SiteCatalyst	Sitecore
Google AdWords	Wordpress
Full Story	Sage
Hotjar	Salesforce
CJ	HubSpot
Meta Business Manager	Zendesk
Quora Ad Manager	Active Campaign
Linkshare	Impact Radius

ADDITIONAL WORK

Founder/CEO | 2018 - Present
Meta Solutions | Toronto, ON

Volunteer Marketing Director | 2013 - Present
The Healing Cycle Foundation | Location

EDUCATION

Post-Grad Diploma | Marketing Management
George Brown College | Toronto, ON

Bachelor of Engineering
University Politehnica of Bucharest

PROFESSIONAL EXPERIENCE

Sr. Director of Marketing, Metasearch Partnerships
Fareportal | New York, NY & Toronto, ON

2019 - Present

- Developed and executed data-driven go-to-market strategies, leveraging customer insights and cross-functional collaboration;
- Managed relationships and API integrations within a complex ecosystem involving metasearch partners, merchants, content and fintech suppliers, ensuring alignment and fulfillment on our metasearch international localization projects;
- Collaborated with Product, Design, & Engineering teams to build, launch, & optimize product features;
- Led internal stakeholder group meetings (product, data, design, engineering, etc) to maximize customer engagement, retention, & drive new revenue growth.

Recent Accomplishments:

- Partnered with the executive team on flights and packages product strategy, marketing and expansion in 7 new markets;
- Oversaw budgets, forecasting, revenue analysis, and \$45M annual spend for performance marketing;
- Grew Metasearch channel 200%YOY, becoming the fastest acquisition channel at the lowest acquisition rate;
- Launched a new affiliate program for Cheapoair and OneTravel; 50% increase in traffic + 18% conversions;
- Oversaw launching and optimization efforts of a white-label product; drove 120% growth YoY;
- Led strategic implementation of AI solutions to create 5,000 high impact SEO landing pages; 30% increase in traffic +10% conversions.

Director, Customer Acquisition
FlightNetwork | Toronto, ON

2013 - 2019

Managed 11 Marketers & oversaw C-level relationships, partnership integrations, P&L, negotiations, operations, optimization, pricing, digital acquisition strategy, metasearch, affiliate & PPC channel strategy

- Oversaw Flight Network's international launch in 45 markets; tripled bookings in less than 2 years;
- Managed budgets exceeding \$35M annually for marketing acquisition channels;
- Grew Metasearch channel 300%, which was largest revenue source via conversion rate optimization;
- Built & launched product in 15 markets in US, LATAM, & EMEA, which grew revenue 160%;
- Initiated API integration with Google Flights, Kayak, Skyscanner, Tripadvisor, Cheapflights, etc;
- Created & launched "Facilitated/Direct Booking" solution with META partners Kayak, Skyscanner, Google Flights, Wego in 18 countries, which increased conversions by 60%.

Country Manager - Romania
POSSIBLE, WPP | Bucharest, Romania

2010 - 2013

- Grew business over 150% & increased clients signed by YoY by 30%;
- Coordinated 400+ digital acquisition & brand campaigns across 25 countries;
- Led, coached, & inspired team of 20 Client Service, Sales, Designers, Developers, & Copywriters;
- Recipient, Central & Eastern Europe Creative Agency of the Year Award 2011.

Account Manager
Greenlight | Romania

2001 - 2009

- Oversaw successful national medical newspaper launch in 45 districts, growing agency revenue 5x;
- Managed Top 15 major customer accounts, which drove 250% YoY growth.