



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

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|-----------------------|---------------------|
| 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

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|--------------------------|-----------------------|
| 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

2019 - Present

Fareportal | New York, NY & Toronto, ON

- 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

2013 - 2019

FlightNetwork | Toronto, ON

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

2010 - 2013

POSSIBLE, WPP | Bucharest, Romania

- 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

2001 - 2009

Greenlight | Romania

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