



ADRIAN GHISA

MULTIFACETED VP OF MARKETING

TRAVEL/OTA TECHNICAL PRODUCT LEADER

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TOP SKILLS

PRODUCT MARKETING LEADERSHIP

Marketing Strategy	B2C e-Commerce
Marketing Analytics	Mobile Marketing
Brand Storytelling	Affiliate Marketing
Audience Development	SEM & SEO
Customer Segmentation	Email Marketing
Customer Acquisition	Brand Awareness
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 | Toronto, ON

EDUCATION

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

Bachelor of Engineering
University Politehnica of Bucharest

PROFESSIONAL EXPERIENCE

Director of Marketing, Product Partnerships

March 2021 - Present

Director of Affiliate Marketing

November 2019 - March 2021

Fareportal | New York, NY & Toronto, ON

Manage all business development, product marketing strategy, negotiations, partnerships, P&L, SEO, affiliate marketing, API, & white label channel strategy for non-air OTA products worth \$3M+

- Partner with the executive team on non-air product strategy, marketing & global expansion
- Collaborate with Product, Design, & Engineering teams to build, launch, & optimize product features
- Strategize how to improve customer engagement, retention, & drive new revenue growth
- Direct company-wide project planning, resource allocation, identify deficiencies & risk mitigation
- Oversee budgets, forecasting, revenue analysis, & \$15M annual spend for marketing affiliate spend
- Work closely with Product Tech team to optimize product APIs for faster SLAs

Recent Accomplishments:

- Managed launch of vacation packages API in Microsoft-Bing Travel Hub; daily booking grew 15%
- Oversaw optimization efforts of white-label partner InsaneCheapFlights; drove 120% growth YoY
- Led cashback API integration in 3 shopping engines for perks programs, growing daily bookings 30%
- Launched affiliate program for Cheapoair & OneTravel; 50% increase in traffic + 18% conversions
- Mitigated COVID OTA impact by negotiating with publishers, which saved \$200,000
- Collaborated with Product & Design teams to redesign newsletters, increasing click-through rate 8%

Director, Customer Acquisition

2017 - 2019

Sr. Marketing Manager, Customer Acquisition

2013 - 2017

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%
- Coordinated 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

Sr. Account & Media Manager

2009 - 2010

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 | Bucharest, 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