

ANTHONY Fiset

Head of Growth | Performance Marketing · Partnerships · SEO · Automation

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SUMMARY

Growth leader with 7+ years across sales, sales automation, partnerships, and performance marketing. Took a performance lead generation network from ~\$2M to ~\$5M a month in buyer spend by opening new verticals, recruiting publishers, and rebalancing the buyer mix. \$20M+ in revenue driven through publisher and affiliate programs. Comfortable with the P&L, the ad accounts, and the code.

CORE SKILLS

Growth Strategy & P&L · Media Buying (Google, Meta) · SEO · Affiliate & Publisher Partnerships · Email & SMS Lifecycle · Funnels, Tracking & Attribution · CRM & Marketing Automation · AI Agents · API Integrations · Team Leadership

EXPERIENCE

Head of Growth · NexLevel Direct

Sep 2025 – Present · Remote

- Scaled monthly buyer spend from ~\$2M to ~\$5M (close to \$15M in Q3 2026) by opening GLP-1 and telehealth verticals, recruiting new publishers, and rebalancing buyer mix across legal, insurance, and home services.
- Led the media buying team and 15+ publisher partners end to end: set each up with tracking pixels, funnels, and automations, and owned recruitment, quality enforcement, caps, and payouts. Reported to the founder.
- Personally ran ~\$75K/month in Google Ads and Meta spend alongside the team, consistently at or under target CPL.
- Grew O&O SEO properties to ~400 organic leads/month; email and SMS re-engagement of aged and unsold leads added ~\$20K/month in incremental revenue.
- Set pricing across CPA, CPL, and CPQ models and built the automated lead and call scoring that let the network grow without lead quality dropping.

Growth Marketing & GTM Engineering Lead · NexLevel Direct

Sep 2024 – Sep 2025 · Remote

- Ran the network end to end: affiliate and publisher management, media buying, SEO, and lead delivery across MVA, personal injury, mass tort, Medicare, final expense, and auto and home insurance.
- Built the lead delivery infrastructure (publisher traffic to CRM to buyer endpoints) and the automated QA that scores every lead and call before it reaches buyers.
- Cut partner onboarding time 40% with a standardized integration playbook.

Head of Partnerships & Growth Operations · CitizenShipper

Jun 2022 – Sep 2024 · Remote

- Secured 47+ strategic partnerships in the logistics and automotive sectors through a data-driven B2B expansion strategy.
- Built the growth ops infrastructure for enterprise sales, tracking partners from first click to lifetime revenue.
- Automated partner onboarding, document collection, and nurture sequences to accelerate activation without manual sales work.

Sales & Growth Automation Lead · Nuvei

Mar 2021 – Mar 2022 · Remote

- Built an automated outbound lead engine (outreach, CRM workflows, lead scoring) that generated \$1M+ in annual revenue.
- Restructured pricing models with market data, cutting client fees 20% while increasing deal volume.

Regional Account Manager → Sales Associate · Chateau d'Ax

Apr 2017 – Mar 2021 · Toronto

- Grew territory to \$3M in annual sales (+40% over two years); expanded customer base 60% and added 15 key accounts, lifting company sales 25%.

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Information Technology, York University, Toronto