



MIKE SCOZZARI

Digital Marketing Leader & Mentor

michael.scozzari@gmail.com — (973) 951-4672 — Oak Ridge, NJ — www.michaelscozzari.com

PROFILE

An empathetic and versatile digital marketing leader who implements a blend of analytical and creative strategies. Demonstrates remarkable skill in crafting compelling narratives using intricate and/or poorly defined data, leading to actionable insights and precise business recommendations, which efforts result in direct and measurable revenue. Committed to staying at the forefront of industry trends, ensuring effective and innovative digital marketing strategies, and acting as a hands-on leader and mentor for all team members, regardless of level or background.

CAREER HIGHLIGHTS

- Generated more than \$50M per year at Avis Budget Group by developing and leading the company's ancillary-first strategy.
- Grew revenue by \$9M annually at Flatiron School by developing and executing a holistic website strategy.
- Decreased the website bounce rate to less than 50% (a company first) at Flatiron School by implementing dozens of UX improvements.

SKILLS & EXPERTISE

A/B & Multivariate Testing
Adobe & Google Analytics
Behavioral Merchandising

Copywriting
Conversion Rate Optimization
Cross-Functional Leadership

Digital Customer Experience
Digital & Online Merchandising
Lifecycle Email Marketing

Personalization
Revenue Generation
User Experience (UX)

PROFESSIONAL EXPERIENCE

2022 → 2023

FLATIRON SCHOOL

1 YEAR, 7 MONTHS

2023 → 2023 Director, Digital Experience & Lifecycle Marketing
2022 → 2023 Director, Digital Experience

Developed and executed a comprehensive B2C and B2B digital strategy that increased consumer applications by approximately 60 per month, leading to an overall revenue increase of 30% YoY, equivalent to \$9M per year.

- Increased Marketing Qualified Leads (MQLs) by 275% by implementing the organization's first sprint planning process for all cross-functional key stakeholders. This improvement greatly enhanced productivity for multiple team members, facilitating an organized and swift decision-making process while managing multiple projects.
- Led and managed a team of 7 direct reports responsible for development, copywriting, graphic design, SEO, email marketing, and user experience. Decreased the website bounce rate to less than 50% (a company first) by implementing dozens of UX improvements.
- Oversaw and launched a comprehensive revamp of the website and a complete rebranding that resulted in a 7% YOY increase in matriculations. Each step was strategically synchronized with business objectives and coordinated across various channels, including blog posts, B2B and B2C Email Marketing, Social Media Campaigns, Digital Development, A/B Testing, SEO, and Graphic Design.
- Maintained and organized the website's backend system (WordPress) and asset library, and ordered the design and development of new WordPress blocks and features in order to improve the customer user experience to increase both B2C and B2B applications.
- Oversaw, wrote, and launched the organization's first AI chatbot, in order to route potential students to the correct team, based on self-written natural language questions. This cut down on turn-around time by 5 business days between inbound leads and initial interviews with the Admissions team.

2016 → 2022

AVIS BUDGET GROUP

5 YEAR, 8 MONTHS

2020 → 2022 Senior Manager, Digital Ancillary Revenue & Mobile App Lead
2016 → 2020 Manager, eCommerce Merchandising

Created and implemented the organization's first ancillary-first strategy across digital and non-digital channels (direct website traffic, AI Chatbots, Rental Counters, and more), resulting in more than \$50M in incremental (net new) revenue annually.

- Grew share of \$2 billion direct digital business to over 40% of total company revenue in Americas region by executing a successful digital transformation strategy, focusing on incremental conversion improvements gathered through successful test and learn efforts.
- Personally rewrote all website ancillary product copy using a natural language approach, which increased product take-rates from 2% to 15%.
- Generated \$100M in annual ancillary revenue by utilizing behavioral merchandising, personalization, various email tactics, and more.
- Led the Mobile App Team (20 people), guiding the formulation of a comprehensive B2B and B2C strategy, from wireframes to launch.
- Presented in ABG's monthly 'Executive Ancillary Steering Committee' meetings, delivering presentations to the CEO and leadership team.
- Promoted in 2020 after successfully managing all on-site merchandising efforts, contributing to over \$100M in revenue over a 4-year span.
- Created, designed, managed, and presented monthly Marketing KPI Scorecards containing more than 130 metrics, used by hundreds of employees throughout the organization.
- Mentored and taught many colleagues various ways to successfully show and present complicated data sets in a way that made the data easily digestible. Was considered one of the organization's most unique Excel users, using a 'design-first' approach to showcase data.



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PROFESSIONAL EXPERIENCE, CONTINUED

2012 → 2016

WYNDHAM HOTEL GROUP

5 YEAR, 5 MONTHS

2015 → 2016 Senior Manager, Digital Brand Marketing & Strategy
2012 → 2015 Manager, Online Retailing

Partnered with Brand Marketing leaders to manage and implement the day-to-day North American digital marketing strategy for eight hotel brands, aiming to maximize conversion rates, generate revenue, increase room nights, and enhance engagement.

- Appointed to a special steering committee involving all three Wyndham Worldwide business units, granting special access to new tools, reports, and a leadership role that contributed to standardizing Wyndham Worldwide's analytics practices.
- Developed and implemented the Digital Release Sprint Schedule, establishing clear deadlines and expectations for all key stakeholders seeking to publish content or campaigns on the brand websites.
- Designed, developed, and implemented all Digital Brand Marketing reporting dashboards using Microsoft Excel's plugin for Adobe Analytics, along with data from MicroStrategy. This comprehensive approach provided a holistic view of campaign and rate plan performances for any brand website.

2007 → 2012

BUILT NY

4 YEAR, 11 MONTHS

2010 → 2012 eCommerce Store Operations Manager
2007 → 2010 Logistics Coordinator

Led the organization's eCommerce efforts by developing the complete product marketing strategy and online promotional calendar, while also overseeing the Customer Care and Sample Departments.

- Designed and created a 29-page eCommerce Report distributed to senior leadership each month, utilized in key inventory decisions, including purchasing and expanding product SKUs.
- Implemented new technology processes that streamlined order processing time, providing operational savings of more than \$10K per year.
- Aggregated the company's entire seven-year history of online purchases and created a holistic view, allowing leadership to easily understand seasonality and key consumer demand periods.
- Maintained all website back-end components, including item codes, prices, suggested products, SEO copy, and inventory allocation.

EDUCATION

Montclair State University

Bachelor of Science, Business Administration (Management)

EXTRACURRICULAR LEADERSHIP

Baseball Coach

Jefferson Township Baseball
2018 → Present

Social Media Director

Jefferson Township Class of 2031
2018 → Present

Vice President & Head of Marketing

Liv Like A Unicorn: A Pediatric Cancer Foundation
2020 → 2023 (3-Year Term)

Softball Coach

Jefferson Township Softball
2021 → Present

Assistant Baseball Coach

Jefferson Lightning
2021 → Present

Podcast Host

Roots: Everyone has a story.
2023 → Present



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RECENT PROFESSIONAL REFERENCES

[Read all LinkedIn Recommendations Here](#)

Keith Swiderski

Direct supervisor at Avis Budget Group

I had the pleasure of working with Mike at two different companies, first as a colleague and later, I had the opportunity to hire him to work on my team. Mike is a rare talent with an exceptional blend of mathematical acumen and presentation skills. His ability to dissect complex problems and devise effective solutions is truly remarkable.

Mike's passion for problem-solving is only matched by his drive to grow revenue. He consistently demonstrated a deep understanding of our business objectives and was instrumental in driving our team towards those goals. His contributions played a significant role in our team's success.

Beyond his professional skills, Mike's friendly and easy-going nature made him a joy to work with. He has this unique ability to brighten everyone's day with his positivity and infectious smile. His presence in the office always created a positive and energetic environment.

In summary, Mike is a valuable asset to any team with his combination of technical skills, business sense, and positive attitude. I wholeheartedly recommend him for any endeavor he chooses to pursue.

Valerie Ellis

Direct report at Flatiron School

I had the pleasure of working both with and later for Mike at Flatiron School and very sincerely miss it. Mike is one of those folks who is the first one to volunteer to lend a hand in any way and is always interested in learning new tools or skills to better support those around him. He had the unique ability to make work a fun place to be, and was always able to communicate complex plans in a way that not only made sense but left the audience enthusiastic about the content.

Mike is an absolute asset to any team he is on.

Anna Johnson

Direct report at Flatiron School

I had the pleasure to work for Mike as a Marketing Content Manager during his 1.5 years as the Director of Digital Experience at Flatiron School. When I say that Mike is the best boss I've ever had, I'm not exaggerating. It's a rare thing in a supervisor to combine both the macro vision to develop and execute effective strategy, while still having the skills to get "in the trenches" so to speak on just about any project that came our team's way. Whether it was spitballing copy, redesigning a web page, or something in between, Mike was ready to support me in any way he could - whether I just needed feedback, or help in crafting the final product.

What's more, he is a genuine leader in the truest sense of the word. No matter what was happening in the greater company or the downward pressure from leadership, he worked to keep our team positive and maintain a low-pressure environment in which we felt confident to explore, iterate, and grow. He is a champion, a mentor, and an all-around great guy. I hope I get to work with him again one day!

Lisa LaFord-Rovan

Agency partner while at Avis Budget Group

Mike embodies the rare blend of genuine humanity and consummate professionalism. Throughout our longstanding collaboration, he evolved from a client to a friend, an ally, and a source of inspiration. His presence alone motivated our agency team to excel. As a guiding force in digital transformation, Mike's consistent direction and constructive feedback was invaluable, always ensuring that each team member felt valued. His agility in tailoring his approach to individuals, coupled with an emotional intelligence that is second to none, sets a standard we all should emulate. Mike is not just a colleague who makes a lasting impression; he is an example to which we all aspire. Without a doubt, he is the quintessential team player, elevating any group he joins.

Catherine Sommerfeld

Worked on the same team at Flatiron School

Mike is the kind of marketer every team needs: smart, strategic, and always willing to jump in and help. Mike joined Flatiron School shortly after I did and immediately started implementing structure in the Digital Experience team.

No matter the project, Mike always had a creative solution and ensured things kept moving forward. He had the ability to work seamlessly with both internal and external partners, because Mike is an all around great guy. I miss working with him, and I'd welcome the opportunity to work with him again.

Any company would be lucky to have him.

Sara Keith

Worked on the same team at Flatiron School

I'm so glad I had had the opportunity to work with Mike as part of the Marketing Leadership Team at Flatiron School. As the Director of Digital Experience, he was amazingly knowledgeable of all things digital and could turn around tight-deadlines (read: needed yesterday) in a blink of an eye -- truly a needed skill on a lean marketing team! I didn't work for Mike directly, but he was wonderful to work with and it was clear his team enjoyed working for him. He very much has a genuine willingness to address team challenges and roll up his sleeves to help.

I could bring any project to Mike and get his opinion, options, and what he thought would work best to fit the situation. He was pivotal in bringing my digital projects to fruition and I'm so grateful he was there. His support was invaluable to me and the rest of the marketing team as a whole. Mike is one of the best marketers I've worked with and I truly hope I get the opportunity to work with him in the future.