

# Michael Scozzari

## Digital Marketing Leader & Mentor.

Phone: (973) 951-4672 • Location: Jefferson Township, NJ • Website: www.michaelscozzari.com • Email: michael.scozzari@gmail.com • LinkedIn Profile

### Profile.

An empathetic and versatile digital marketing leader with a growth mindset, who implements a blend of analytical and creative strategies. Demonstrates remarkable skill in crafting compelling narratives and marketing plans using intricate and/or poorly defined data, leading to actionable insights and precise business recommendations, which result in direct and measurable revenue. Committed to staying at the forefront of industry trends and maintaining expertise in communicating how customer needs help drive the narrative for business outcomes and marketing solutions. An effective and innovative digital marketing strategist who acts as a hands-on leader and mentor for all team members, regardless of level or background, with a strong focus on high performance.

### Summary of Qualifications.

- A user experience (UX) expert with a proven track record of incorporating behavioral merchandising, personalization, and A/B testing to drive business growth, resulting in more than \$250M in incremental, measurable growth.
- A natural language strategist that utilizes customer psychology to develop comprehensive project plans, leading to significant revenue growth resulting in more than 700% increase in conversion rates.
- A cross-team collaborator with the ability to lead and mentor direct reports and fellow employees, while also prioritizing the highest impact projects, leading to teams cutting project timelines in half.
- Possesses an unmatched ability to synthesize data and insights in order to clearly share information with colleagues at all levels, in an easily digestible manner, resulting in meaningful team data discussions with actionable insights and clear expectations.
- Maintains a career-long mindset that focuses on building a test-and-learn, team-focused environment, allowing for continuous professional development.
- Consistently calm and personable, excels in fostering professional and friendly communication with colleagues at all levels, ensuring a down-to-earth approach that facilitates easy and effective interactions.

### Skills + Expertise.

A/B Testing • Adobe Analytics • Behavioral Merchandising • Brand Marketing • Car Rental Marketing • Copywriting • Conversion Rate Optimization (CRO) • Cross-Functional Leadership • Digital Customer Experience • Digital & Online Merchandising • Entrepreneurship • Google Analytics • Hospitality Industry • Hotel Marketing • Multivariate Testing • Lifecycle Email Marketing • Notary Public (NJ) • Package Design & Packaged Goods • Personalization • Sports Card Marketing • Start-up Business Leadership • Remote Work Environment • Revenue Generation • Team Leadership • Travel Industry Marketing • User Experience (UX) • Working Remotely

### Professional Experience.

#### Flatiron School • New York, NY (Remote)

2023 → 2023     Director, Digital User Experience & Product Lifecycle Marketing (Promotion)

2022 → 2023     Director, Digital Experience

Owned the website and user experience strategy by employing problem-solving skills, subject matter expertise, and best practices, which improved the customer experience, increased B2C applications, and drove incremental B2B leads.

#### Key Accomplishments:

- Developed and executed a comprehensive B2C and B2B digital strategy that increased consumer applications by approximately 30% YOY and B2B leads (MQLs) by 275% YOY.
- Directed and managed a team of 7 direct reports responsible for development, copywriting, graphic design, SEO, email marketing, and user experience.
- Implemented a team mindset that provided two phases for many projects: Quick, near-term fixes that were tied to long-term, more time-consuming development solutions; and Capital-level projects that required funding, staffing, and long-term development solutions.
- Built and fostered a network of relationships to enable the UX and website strategy and vision, in order to provide students with the best possible online experience.

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### Professional Experience, continued.

#### Avis Budget Group • Parsippany, NJ (Hybrid)

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

Created and implemented the organization's first ancillary-first strategy across digital and non-digital channels, resulting in more than \$50M in incremental revenue annually.

##### Key Accomplishments:

- 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.
- Rewrote all website ancillary product copy, increasing take-rates from 2% to 15%, and within two weeks, the two closest business competitors had cloned this language.
- Led the marketing team on several company-wide projects including a complete overhaul of the online ancillary language; introducing online ancillary bundles; the introduction of products like Split My Bill, Curbside Pick-up, Expedited Drop-off, and QuickPass; and a complete redesign of features within the Avis Mobile App.

#### Wyndham Hotel Group • Parsippany, NJ

2014 → 2016 Senior Manager, Digital Brand Marketing & Strategy (Promotion)  
2012 → 2014 Manager, Online Retailing

eCommerce leader responsible for implementing the day-to-day North American strategy for eight brands while maximizing revenue and conversion. Also led the organization's partnership with RoomKey.com, which focused on driving consumers to book directly.

##### Key Accomplishments:

- Created and executed the Digital Release Schedule and related process, establishing clear deadlines and expectations for all key stakeholders involved in publishing content or campaigns on the brand websites.
- Designed, developed, and implemented comprehensive Digital Brand Marketing reporting dashboards using Microsoft Excel's plugin for Adobe Analytics, alongside data from MicroStrategy, to provide a holistic view of campaign and rate plan performances across all brand websites.
- Designed, produced, and distributed a monthly competitive analysis newsletter offering side-by-side comparisons of Wyndham Hotel Group brands to its competitors in areas such as Credit Card Marketing, Mobile App development, and Display Retargeting.

#### Built NY • New York, NY

2010 → 2012 eCommerce Store Operations Manager (Promotion)  
2007 → 2010 Logistics Coordinator

Led eCommerce efforts by developing the complete product marketing strategy and online promotional calendar, while also overseeing the Customer Care and Sample Departments. Developed and designed new products, retail packaging, retail merchandising displays, and product catalogs.

##### Key Accomplishments:

- Designed and created a 29-page eCommerce Report that was distributed to company senior leadership each month and used in key inventory decisions including purchasing and expanding product SKUs.
- Implemented new processes and technology that streamlined the order processing time and saved the company more than \$100,000 per year in salary and technology costs.
- Aggregated the company's entire 7-year history of online purchases and created a holistic view that allowed leadership to easily understand seasonality and key consumer demand periods.

### Education.

#### Montclair State University • Montclair, NJ

- Business Administration, concentrating in Marketing Management

*Resume continues on the following page...*

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### Extracurricular Leadership.

#### Business Owner

Scozzari & Sons Sports Cards, LLC  
1998 → Present

Own, operate, and market an eBay-focused sports card business with 100% positive feedback going back to November 1998.

#### Vice President & Head of Marketing

Liv Like A Unicorn: A pediatric cancer foundation.  
2020 → 2023 (3-year term)

Developed the branding, voice, and all digital marketing assets for the foundation, which were used for both digital and in-person events.

#### Podcast Host

Roots: Everyone has a story.  
2023 → Present

A family history podcast focusing on interesting stories discovered by everyday family researchers.

#### Baseball & Softball Coach

Jefferson Lightning  
2018 → Present

Instruct children, currently ages 8-11, in all aspects of baseball and softball, including offense, defense, and overall sportsmanship.

#### Social Media Director

Jefferson Township Class of 2031  
2018 → Present

Work with the school administration on sharing events, news, and other related items for the graduating class of 2031 (currently 6th graders).

#### Notary Public

State of New Jersey  
2024 → Present

Perform notary services within the guidelines set forth by the state of New Jersey.

### Professional References.

View all LinkedIn Recommendations [here](#).

#### From 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.

#### From 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!

#### From Lisa LaFord-Rovan

Agency partner 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.