



# Michael D. Scozzari

Digital Marketing Leader

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## Profile

A versatile digital marketing leader with a varied background spanning the hospitality, travel, product design, and education sectors. Implements a blend of analytical and creative strategies and demonstrates a remarkable skill in crafting compelling narratives using intricate data, leading to actionable insights and precise website optimizations that result in direct and measurable revenue. Committed to staying at the forefront of industry trends, ensuring effective and innovative digital marketing strategies.

## Career Highlights

Grew revenue by 30% at Flatiron School by developing and executing a holistic website strategy.

Generated more than \$50M per year at Avis Budget Group by developing and leading the company's ancillary-first strategy.

Decreased website bounce rate to less than 50% (a company first) at Flatiron School by implementing dozens of UX-improvements.

## Skills

A/B Testing	Analytic Storytelling	Behavioral Merchandising	Copywriting	CRO
Customer Experience	Data Analysis	Digital Merchandising	Digital Strategy	eCommerce Marketing
Email Marketing	Google Analytics	Multivariate Testing	Online Merchandising	Personalization
Product Marketing	Revenue Generation	SEO	Team Leadership	User Experience (UX)

## Professional Experience

// **FLATIRON SCHOOL** | 2022 → Present **Director, Digital Experience**

**Oversaw the development and implementation of a cohesive digital strategy aimed at increasing top-of-funnel applications. The primary focus was driving B2C applications and nurturing B2B leads.**

### Key highlights in this role:

- Increased YOY Qualified Consumer Application Rate by roughly 60 applications per month, which led to an overall revenue increase of 30% (\$9M) by executing a holistic website strategy.
- Decreased website bounce rate to less than 50% (a company first) by implementing dozens of UX-improvements.
- Created and implemented the organizations first sprint planning process by utilizing Monday.com boards for all key stakeholders, a process that greatly improved productivity for multiple teams.
- This role encompassed a thorough revamp of the website and a complete rebranding with each step strategically synchronized with business objectives, involving coordinated efforts across various channels including blog posts, B2B and B2C Email Marketing, Social Media Campaigns, Digital Development, A/B Testing, SEO, and Graphic Design.

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## Professional Experience, continued:



2020 → 2022

**Senior Manager, Digital Ancillary Revenue and Mobile App Lead**

2016 → 2020

**Manager, eCommerce Merchandising**

**Developed an all-encompassing digital ancillary strategy, ensuring a central emphasis on ancillary revenue across all channels, both digital and non-digital. Acted as the organization's "go-to" ancillary person, while driving the business's goals of Ancillary Revenue and Ancillary Penetration Rate, which exceeded \$50M a year in incremental revenue.**

### Key highlights in this role:

- Utilized behavioral merchandising, personalization, multivariate testing, and varied email tactics, leading to an annual increment of over \$50M in revenue.
- Promoted after successfully managing all on-site merchandising efforts, which drove more than \$100M in incremental revenue.
- After being promoted in 2020, led the Mobile App Team (20 people), guiding the formulation of a comprehensive strategy covering improved user experience, increased penetration rates, heightened awareness, and enhanced NPS scores.
- Led and represented the Marketing Team in monthly Executive Ancillary Steering Committee meetings, delivering presentations to the entire organizational leadership team.
- Created, designed, implemented, managed, and presented monthly KPI Scorecards, which contained more than 130 metrics that the Marketing Team & SLT reviewed on a monthly basis.



2015 → 2016

**Senior Manager, Digital Brand Marketing & Strategy**

2012 → 2015

**Manager, Online Retailing**

**Managed the day-to-day North American digital marketing strategy for 8 hotel websites in order to generate revenue, maximize conversion rate, increase room nights, and grow consumer engagement utilizing all direct channels.**

### Key highlights in this role:

- Chosen by Senior Leadership as a "Power User" of both Adobe Analytics and MicroStrategy. This included being part of a special steering committee involving all three Wyndham Worldwide business units, which granted special access to new tools, reports, and a leadership role that helped standardize Wyndham Worldwide's analytics practices.
- Developed and implemented the Digital Release Spring Schedule, which set clear deadlines and expectations for all key stakeholders looking 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, as well as data from MicroStrategy, to give a holistic of at campaign & rate plan performances for any brand website.

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## Professional Experience, continued:

**BUILT**

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

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

### Key highlights in this role:

- 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 \$10,000 per year in salary and technology costs.
- Aggregated the company's entire seven-year history of online purchases and created a holistic view that allowed leadership to easily understand seasonality and key consumer demand periods.
- Maintained all back-end components of the website including item codes, prices, suggested products, SEO copy, customer orders, inventory allocation, and more.

## Education



May 2007

**Bachelor of Science, Business Administration, Marketing**

## Professional References

### Direct Supervisor

**Keith Swiderski**

Director of eCommerce

Avis Budget Group

(973) 570-6418

### Direct Report

**Anna Van Deusen**

Manager, Content Marketing

Flatiron School

(215) 534-5653

### Colleague

**Catherine Sommerfeld**

Director, Consumer Marketing Strategy

Flatiron School

(201) 788-6510