

Michael D. Scozzari

Digital Marketing Leader • CV

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Profile

A digital marketing leader with a diverse background in the hospitality, travel, product design, and education industries. Utilizes a mix of analytical and creative approaches which has led to 12+ years of success with behavioral marketing, user experience, and personalization, and also provides an incredible ability to tell stories using complex data, which results in actionable insights and targeted website optimizations. Excels in team management, copywriting, and data presentation, with strong emotional intelligence and an "all-in" mentality that has led to professional success on many levels.

Core Competencies

A/B Testing	Adobe Analytics
Analytic Storytelling	Behavioral Merchandising
Brand Marketing	Copywriting
Data Analysis	Data Presentation
Digital Merchandising	Digital Strategy
eCommerce	Email Marketing
Graphic Design	Google Analytics
Multivariate Testing	Online Merchandising
Personalization	Product Marketing
Revenue Generation	Search Engine Optimization (SEO)
Stakeholder Management	Team Leadership
User Experience (UX)	WordPress

Career Highlights & Accomplishments

- Built the Digital Experience team by onboarding various SMEs including developers, graphic designers, email marketers, and SEO strategists. Led the implementation of dozens of UX updates that helped increase conversion rate by more than 100 basis points while decreasing bounce rate to less than 50% (Flatiron School).
- Increased Ancillary Take-Rate by more than 300 basis points, which generated more than \$50M per year in incremental ancillary revenue (Avis Budget Group).
- 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 such as Split My Bill, Curbside Pick-up, and QuickPass (Avis Budget Group).
- Designed, developed, and implemented all Digital Brand Marketing reporting dashboards Adobe Analytics and MicroStrategy, to give a holistic view at campaign & rate plan performances (Wyndham Hotel Group).

Career Timeline

Director, Digital Experience Flatiron School

2022 → Present
100% Remote

Developed and directed the full digital strategy in order to drive top-of-funnel applications, which included a full website redesign with complete rebranding. Oversaw the blog & content strategy, SEO, B2B and B2C Email Marketing, Digital Development, A/B Testing, and Graphic Design, in-order to drive B2C applications and B2B leads. Interfaced with all levels of the company in this highly visible role throughout the entire organization.

Sr. Manager, Ancillary Revenue & Mobile App Lead Avis Budget Group

2016 → 2022
100% Remote

Developed the full digital ancillary strategy to assure that ancillary revenue continued to be a key focus across all digital channels. Utilized behavioral merchandising, personalization, multivariate testing, and various email tactics, to drive more than \$50M in incremental revenue per year. Also led and directed the Mobile App Team by developing the end-to-end strategy which included improving the user experience, increasing penetration rates, driving awareness, and improving NPS scores.

Sr. Manager, Digital Brand Marketing & Strategy Wyndham Hotel Group

2012 → 2016
Parsippany, NJ

Led the Digital & Distribution teams by developing and executing new marketing plans across all channels, including Affiliate, Email, Display, Paid Search, Meta Search, SEO, and Social Media. Fully responsible for the online marketing strategy for multiple hotel brands (Super 8, Howard Johnson, Microtel, Wyndham Hotels, and others), while also creating and managing reporting dashboards.

Manager, eCommerce Store Operations BUILT NY, Inc.

2007 → 2012
New York, NY

Maintained all back-end components of the website including item codes, prices, suggested products, SEO copy, customer orders, inventory allocation, and more. Also managed the customer care and sample departments by monitoring email inboxes and voicemail and developed the complete product marketing strategy and online marketing promotional calendar.

Education

Bachelor's Degree

Business Administration, Marketing

Montclair State University

May 2007