Michael D. Scozzari

Data-Driven Leader | UX & Growth Strategist | Revenue-Oriented Executive

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Digital Marketing Director

Data-Driven Leader | UX & Growth Strategist | Revenue-Oriented Executive

Innovative marketing leader with 15+ years of experience driving measurable growth across B2C, B2B, eCommerce, and nonprofit sectors. Expert in customer lifecycle marketing, UX optimization, A/B testing, and full-funnel digital strategy. Proven ability to lead cross-functional teams, launch transformational initiatives, and deliver over $250M in incremental revenue through insight-driven marketing and creative leadership.

Core Strengths: Growth Marketing, Customer Acquisition, UX Strategy, Conversion Optimization, Performance Analytics, Lifecycle Marketing, CRM & Automation, Leadership & Mentorship

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Career Highlights

- Delivered $250M+ in measurable growth through UX and conversion improvements.
- Directed a website and UX overhaul at Flatiron School, driving $3M in B2C growth and a 275% increase in B2B leads.
- Created Avis Budget Group's first digital ancillary revenue strategy, generating $50M in net new annual revenue.
- Built, mentored, and scaled cross-functional teams across UX, design, SEO, CRM, and analytics.
- Leveraged AI tools to accelerate content creation, A/B testing, and SEO strategy for Falcon Design Studios and nonprofit clients.

Professional Experience

Flatiron School
Director, Digital Experience • New York, NY (Remote) • 2022–2023

- Spearheaded a full website rebrand and UX optimization, resulting in $3M YoY revenue growth and 275% more B2B leads.
- Built and led a cross-functional team of seven spanning design, SEO, UX, lifecycle marketing, and web development.
- Introduced a structured A/B testing and conversion optimization program that improved conversion rates across the funnel.
- Launched and scaled an internal mentorship program, increasing team engagement and earning a promotion to Director.
- Applicable titles for this role: Digital Marketing Director; Marketing Director; Director of Marketing; Head of Digital; User Experience Director; CRM Director

Avis Budget Group
Senior Manager, Digital Ancillary Revenue & Mobile App Lead • Parsippany, NJ (Hybrid) • 2016–2022

- Created Avis Budget Group's first digital-first ancillary revenue program, driving $50M+ in net new annual revenue.
- Earned a promotion to Director-level Senior Manager after successfully leading the worldwide Ancillary strategy and roadmap.
- Partnered regularly with the CEO and Senior Leadership Team and recognized as one of the most respected marketing leaders; runner-up for Marketer of the Year (2019).
- Grew digital share of $2B revenue to 40%+ through data-backed UX testing and merchandising optimization.
- Owned feature roadmap and product prioritization for the mobile app, including QuickPass, Curbside Pickup, and Split My Bill.
- Applicable titles for this role: Ancillary Marketing Director; Head of Mobile App; Marketing Manager; Marketing Director; Merchandising Director

Wyndham Hotel Group
Senior Manager, Digital Brand Marketing & Strategy • Parsippany, NJ (Hybrid) • 2012–2016

- Managed eCommerce and brand marketing for Super 8, Howard Johnson, and Wyndham Rewards, driving YoY digital revenue gains.
- Developed integrated analytics dashboards combining Adobe Analytics and MicroStrategy to improve marketing spend efficiency.
- Built competitive benchmarking and insights reports used by senior executives to guide brand-level digital initiatives.
- Promoted in 2015 for exceptional performance and leadership impact.
- Applicable titles for this role: Merchandising Manager; Online Retailing Manager; Marketing Manager; Brand Marketing Manager

BUILT NY
Manager, eCommerce Store Operations • New York, NY • 2007–2012

- Developed full eCommerce marketing strategy and seasonal promotional calendars to boost conversion and repeat purchases.
- Created data models and performance reports analyzing seven years of sales history to identify key demand patterns.
- Streamlined order processing workflows, saving over $100K annually in costs without layoffs.
- Promoted from Logistics Coordinator (2010) for outstanding operational and marketing leadership.
- Applicable titles for this role: Promotions Manager; Inventory Manager; Warehouse Manager; Trade Show Coordinator; Sample Merchandise Manager

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Education & Professional Development

BS, Business Administration
Montclair State University • Montclair, NJ

Notary Public
State of New Jersey • Commission Expires August 27, 2029

Leadership & Community Involvement

Falcon Design Studios
Principal and Founder • Jefferson Township, NJ • 2023-Present

- Developed brand identities, eCommerce storefronts, and digital marketing strategies for small & medium-sized, privately owned businesses or organizations.
- Designed a revenue-sharing model returning 15–20% of proceeds to partner organizations at zero cost.
- Managed all aspects of marketing, UX, SEO, and content strategy for falcondesignstudios.com and partner sites.
- Implemented AI-driven workflows (e.g., ChatGPT, Canva, ElevenLabs, and more) to scale content production, automate customer communications, and generate SEO-optimized copy for blog posts, social media, and offline media.
- Applicable titles for this role: CEO, President, Owner, Entrepreneur, Business Owner

Montville Township Public Schools
Historian, Researcher, and Videographer • Montville, NJ • 2025–Present

- Serve as lead genealogist and researcher for the Montville Townships High School's Hall of Fame reimagining project.
- Conduct interviews with notable residents—including civic leaders, veterans, and educators—to capture and preserve Montville's historical legacy.
- Create and distribute create assets for social media in order to generate awareness of the initiative.

Roots: Everyone has a Story
Podcast Host, Author, and Professional Genealogist • Jefferson Township, NJ • 1996–Present

- Built and host a genealogy-focused podcast with 5,000+ monthly listeners, spotlighting family researchers and their discoveries.
- Authored a New Jersey State Archives research workbook, now used by family historians and educators throughout the state.

Jefferson Township Baseball
Baseball Coach • Jefferson Township, NJ • 2018–Present

- Coach and mentor youth athletes (currently 12U division) in skill development, teamwork, and sportsmanship.
- Led team from three wins in three years to an undefeated 2025 season, capturing the USABL Northeast National Championship.

Liv Like A Unicorn
Vice President, Board of Directors • Freehold, NJ • 2020–2023

- Rebuilt the nonprofit's eCommerce and digital infrastructure, driving growth in online donations and merchandise sales.
- Designed and developed branded apparel that extended awareness into everyday settings—turning supporters into brand advocates.
- Partnered with volunteers and local businesses to align digital campaigns with physical outreach, strengthening brand recognition and mission impact.

Tools & Technologies

Adobe Analytics; Adobe Illustrator; Adobe Photoshop; Apple Numbers; Apple Pages; Blackboard; Canva; ChatGPT; ElevenLabs; Google Analytics; Google Classroom; Google Docs; Google Gemini; Google Sheets; Google Slides; Microsoft Excel; Microsoft Outlook; Microsoft PowerPoint; Microsoft Word; MicroStrategy; Monday.com; Jira; Optimizely; Salesforce; Shopify; Trello; WordPress; Wix; Wunderkind