

Contact

www.linkedin.com/in/scott-amcelwee-jr (LinkedIn)

Top Skills

Product Launch
Online Marketing
Email Marketing

Languages

English

Certifications

Certified Product Marketing Manager (CPMM)
PMA Messaging Certified
Certified ANA Marketing Professional
Go-To-Market Certified
Pragmatic certified product marketer

Scott A. McElwee Jr.

Sr. Product Marketing Manager | Fintech | GTM Strategy | Messaging & Positioning | B2C & B2B | Customer Insights | Product Launches

New York, New York, United States

Summary

I'm a Senior Product Marketing Manager who's spent most of my career figuring out what makes people say "yes". Whether it's a new credit card, a lending tool, or a SaaS platform, I build go to market strategies and positioning that speak to what customers actually care about.

I've worked across both B2C and B2B, launching fintech products that help people borrow smarter, spend better, and access financial tools right when they need them. I know how to partner closely with product, sales, marketing, and creative teams to bring ideas to life and make sure every touchpoint hits the mark.

My approach starts with understanding the "why". I use customer segmentation, behavioral insights, and proven marketing frameworks to shape messaging, pricing, and lifecycle programs that drive adoption and retention.

Focus areas: B2B/B2C product marketing, growth marketing, customer insights, go-to-market (GTM) strategy, lifecycle marketing, marketing strategy, customer-centric storytelling, data-driven decision making

Skills: Messaging and positioning, market research, competitive analysis, customer segmentation, pricing strategy, product launch, cross functional collaboration, value proposition development, retention and engagement strategy, product led growth, customer journey mapping, stakeholder alignment, executive communication, strategic influence

Tools: Jobs-to-be done Framework, Kano model, conjoint analysis, figma, lucid, amplitude, looker

Experience

MoneyLion

Senior Product Marketing Manager

July 2025 - Present (2 months)

New York City Metropolitan Area

Uber

Senior Product Marketing Manager

October 2024 - July 2025 (10 months)

New York, New York, United States

Managed Consumer Financial Products vertical for Product Marketing, partnering cross-functionally to aggregate key market and customer insights to identify opportunities for enhancing existing product experiences.

Rocket Mortgage

3 years 6 months

Senior Product Marketing Manager

December 2023 - October 2024 (11 months)

Developed actionable, research-backed GTM strategies to support the growth, usage, and retention of key products across the Rocket ecosystem.

Product Marketing Manager

May 2021 - December 2023 (2 years 8 months)

Leveraged deep customer insights to design the GTM strategy and execute the successful launch of the Rocket Visa Card, the first-ever mortgage-focused credit card, with a category leading 66 NPS score and 12% brand lift.

Citi

VP, Existing Cardholder Marketing (Servicing Communications Strategy Lead)

February 2019 - May 2021 (2 years 4 months)

New York, NY

Owned retention marketing strategy for Citi's existing cardmember base, developing personalized campaigns to support the launch of new products and drive digital adoption and increase client satisfaction.

Citi

3 years 1 month

VP, Existing Cardholder Marketing (Servicing Communications Strategy)

April 2016 - January 2018 (1 year 10 months)

New York, NY

Transformed over 750 communications to align with Citi's digital-first strategy, focused on deepening customer loyalty and maximizing digital-first interactions to optimize customer journeys and product lifecycle.

Digital Marketing Manager

January 2015 - April 2016 (1 year 4 months)

New York, NY

Managed marketing partnership with Amazon — deploying a series of mobile digital banners, resulting in over 100K cards being set as the new default card in their Amazon wallet and ~\$1M in incremental online spend.

Bloomberg LP

Brand Strategist

June 2014 - November 2014 (6 months)

New York, New York

Led qualitative research and competitive analysis to uncover unmet needs among middle-market banks, resulting in a new positioning and messaging strategy. Managed multiple creative projects simultaneously, ensuring on-time delivery of differentiated marketing materials through close collaboration with Bloomberg's internal agency.

Rosetta

Associate Consultant

August 2012 - April 2014 (1 year 9 months)

New York, New York

Analyzed survey data from 28,000+ global respondents to identify regional tech adoption trends and shape go-to-market strategies for a Fortune 50 tech client. Oversaw a team in producing 31 country-specific strategic decks, providing actionable insights to help the client navigate a crowded electronics market.

Gatorade Division | PepsiCo

Marketing Intern

May 2011 - August 2011 (4 months)

Chicago, IL

Created Gatorade's first standardized process for tracking competitor messaging, delivering a full view of category communication trends. Led SWOT analysis and strategic recommendations that improved clarity and consistency across Gatorade's marketing efforts.

Education

University of Michigan - Stephen M. Ross School of Business
BBA, Business Administration and Management, General · (2008 - 2012)