



## Nick Scala

Technical Product Manager

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### Education

#### Boston University- Metropolitan College

Master of Science in  
Computer Information  
Systems

Cumulative GPA: 3.97

#### Macaulay Honors College at CUNY Baruch

Bachelor of Business  
Administration in Computer  
Information Systems

Cumulative GPA: 3.97,  
*summa cum laude*

### Skills

#### Certifications

PMI Project Management  
Professional (PMP) and  
PMI Agile Certified  
Practitioner (PMI-ACP)

#### Tools

Amazon QuickSight,  
Snowflake, Adobe Analytics,  
Jira, FullStory, Sumo Logic,  
UserTesting, Figma, Sketch,  
InVision, and Adobe  
Creative Cloud

#### Interests

Travel, mentoring, piano,  
tennis, and photography

### Experience

**Amazon | Senior Technical Product Manager – Ads Customer Experience** Apr 2023–present

**Amazon | Senior Product Manager – Ads Customer Experience** Apr 2021–Mar 2023

- Drive the product strategy and execution for end-customer feedback on ad experiences – from capturing voice of customer sentiment at scale to converting it into insights for Amazon's global advertising organization
- Launched a new feedback product across all Amazon.com ad placements, including mobile expansion and a first of its kind remote-based connected TV experience achieving a sixfold increase in customer engagement
- Launched machine learning models in partnership with data scientists to improve ad relevancy and identify and resolve sub-par experiences that uncovered \$100+ million in annual revenue opportunity and a 183% year-over-year increase in defect detection volumes

**JetBlue Airways | Manager – Digital Commerce Optimization**

Oct 2020–Mar 2021

- Introduced A/B testing capabilities to JetBlue's e-commerce products targeted at improving conversion, funnel advancement, and ancillary attachment metrics
- Developed and instilled a new data-driven approach in the Digital Commerce team by making vast data sets digestible to guide product designs, features, and prioritization
- Led the analysis and implementation of new abandonment retargeting and promotional e-commerce capabilities
- Managed a team of data and design analysts

**JetBlue Airways | Product Manager – Digital Commerce**

Oct 2018–Sept 2020

- Drove the product strategy and execution for JetBlue's e-commerce portfolio achieving an improvement to direct digital share and conversion rate by 11.7% and 2.3% respectively
- Redesigned, rebuilt, and launched an entirely new and responsive booking experience focused on leveraging e-commerce best practices and usability testing in collaboration with seven onshore and offshore scrum teams and a digital design agency
- Led a critical company-wide program to overhaul JetBlue's fare options and introduce a Basic Economy product increasing annual revenue by \$150 million
- Executed a series of initiatives to communicate safety and promote flexibility throughout the digital booking channels in response to changing customer behavior during the COVID-19 pandemic

**JetBlue Airways | Business Analyst – Digital and Customer Products**

Oct 2016–Sep 2018

- Led the product analysis of a Loyalty Management System upgrade project through eliciting hundreds of user stories resulting in improved engagement for millions of loyalty program members, quicker time to market for future enhancements, and reductions in Customer Support Center costs
- Drove the loyalty website redesign initiative from initial requirements through to design, implementation, and user acceptance testing by synthesizing feedback from a variety of stakeholders including Loyalty Marketing, legal, brand, Digital Experience, analytics, and accessibility

**S&P Global Ratings | Senior Business Analyst**

Apr 2016–Sep 2016

**S&P Global Ratings | Business Systems Analyst**

Jun 2013–Mar 2016

- Elicited requirements for a \$30 million ratings workflow redesign initiative through communicating with analytical, legal, and compliance stakeholders resulting in improved ratings accuracy and decreased time to market
- Managed risks, budget, and timelines for a \$3 million project in response to the Dodd-Frank Wall Street Reform act achieving global regulatory compliance
- Enhanced agile SDLC processes and templates to set standards and ensure the consistent and efficient execution of software projects throughout the global project management office