

# Nick Scala

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## EXPERIENCE

### Manager – IT Digital Commerce | JETBLUE AIRWAYS | OCTOBER 2020–PRESENT

- Lead design, data, and offer management initiatives for JetBlue's Customer-facing e-commerce application suite

### Product Manager – IT Digital Commerce | JETBLUE AIRWAYS | OCTOBER 2018–SEPTEMBER 2020

- Drove the product roadmap, strategy, and execution for JetBlue's e-commerce products achieving an overall improvement to direct digital share and conversion rate by 11.7% and 2.3% respectively
- Served as the product lead collaborating with 26 workstreams on a critical company-wide program to overhaul JetBlue's fare options and introduce a Basic Economy product projected to increase revenue by \$150 million annually
- Partnered with seven cross-functional onshore and offshore scrum teams on an initiative to redesign and rebuild the JetBlue booking flow across all device types with a focus on leveraging e-commerce best practices, responsive design, and usability testing
- Sought product opportunities to reduce friction, improve the customer experience, and maximize revenue per booking by analyzing conversion funnel metrics, customer behavior analytics, and revenue data

### Business Analyst – IT Digital and Customer Products | JETBLUE AIRWAYS | OCTOBER 2016–SEPTEMBER 2018

- Led the product analysis of a Loyalty Management System upgrade project through eliciting user stories resulting in an improved customer experience for over 20 million customers, quicker time to market for future enhancements, and reductions in Customer Support Center costs
- Drove the implementation of the TrueBlue website redesign 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

### Graduate School Course Facilitator | BOSTON UNIVERSITY | MAY 2017–MAY 2019

- Facilitated online Systems Analysis and Design graduate courses by providing instruction, guidance, and mentorship to graduate school scholars

### Senior Business Analyst | S&P GLOBAL RATINGS | APRIL 2016–SEPTEMBER 2016

### Business Systems Analyst | S&P GLOBAL RATINGS | JULY 2014–MARCH 2016

### Business Systems Analyst Intern | S&P GLOBAL RATINGS | JUNE 2013–JUNE 2014

- Elicited and analyzed requirements through communicating with analytical, legal, and compliance stakeholders as Product Owner for a \$30 million ratings workflow redesign project
- Managed risks, budget, timelines, and status as Project Manager for a \$3 million project in response to the Dodd-Frank Wall Street Reform act achieving global regulatory approval
- Enhanced agile SDLC processes and project templates to set standards for the consistent and efficient execution of projects throughout the global Project Management Office

## EDUCATION

### Boston University – Metropolitan College | MAY 2017

- Masters of Science in Computer Information Systems
- Concentration in IT Project Management
- Cumulative GPA: 3.97

### Macaulay Honors College at CUNY Baruch | MAY 2014

- Bachelor of Business Administration in Computer Information Systems, *summa cum laude*
- Minors in Economics and Finance and the Interdisciplinary Studies of New York City
- Cumulative GPA: 3.97

## SKILLS

**Certifications:** PMI Project Management Professional (PMP)® and PMI Agile Certified Practitioner (PMI-ACP)®

**Tools:** JIRA, Confluence, VersionOne, Workfront, InVision, MS Visio, MS Project, MS SQL Server, HP PPM, HP ALM, and Adobe Creative Cloud

**Hobbies:** Piano, photography, and travel