



Nick Scala

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, piano, tennis,
and photography

Experience

Amazon | Senior Product Manager – Advertising Customer Experience Apr 2021–present

- Drive the product roadmap, strategy, and execution for customer advertising feedback—from capturing voice of customer at scale to converting it into insights for Amazon’s worldwide advertising organization
- Launched an entirely new feedback product across all Amazon.com advertising placements and expanded to mobile web and app resulting in a sixfold increase in customer engagement
- Generated insights from customer advertising feedback in partnership with data scientists uncovering \$74 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 in order to guide product designs, features, and prioritization
- Led the analysis and implementation of new abandonment retargeting and promotional e-commerce capabilities
- Led a team of design and data analysts

JetBlue Airways | Product Manager – Digital Commerce Oct 2018–Sep 2020

- Drove the product roadmap, 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 as a result of 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 decreased time to market and improved ratings accuracy
- 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 projects throughout the global project management office