

Nick Scala

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EXPERIENCE

Manager – Digital Commerce Optimization | JETBLUE AIRWAYS | OCTOBER 2020–PRESENT

- Introduce A/B testing capabilities to JetBlue's e-commerce products and conduct experiments targeted at improving conversion, funnel advancement, and ancillary attachment metrics
- Develop and instill a new data-driven approach in the Digital Commerce team by making vast transactional and operational data sets digestible in order to guide product designs, features, and prioritization
- Lead the analysis and implementation of new abandonment retargeting and promotional e-commerce capabilities
- Lead a team of design and data analysts

Product Manager – 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
- Redesign, rebuilt, and launched an entirely new and responsive booking flow focused on leveraging e-commerce best practices and usability testing in collaboration with seven cross-functional 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

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

- Led the product analysis of a Loyalty Management System upgrade project through eliciting hundreds of user stories resulting in improved engagement for over 20 million loyalty program members, quicker time to market for future enhancements, and reductions in Customer Support Center costs
- Drove the TrueBlue 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

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

- Facilitated online Systems Analysis and Design graduate courses 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 | JUNE 2013–MARCH 2016

- Elicited requirements through communicating with analytical, legal, and compliance stakeholders as Product Owner for a \$30 million ratings workflow redesign initiative resulting in decreased time to market and improved ratings accuracy
- Managed risks, budget, and timelines 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 templates to set standards and ensure the consistent and efficient execution of projects throughout the global Project Management Office

EDUCATION

Boston University – Metropolitan College | MAY 2017

- Master of Science in Computer Information Systems
- Cumulative GPA: 3.97

Macaulay Honors College at CUNY Baruch | MAY 2014

- Bachelor of Business Administration in Computer Information Systems, *summa cum laude*
- Cumulative GPA: 3.97

SKILLS

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

Tools: JIRA, Snowflake, Adobe Analytics, Fullstory, Sumo Logic, Figma, Sketch, Invision, and Adobe Creative Cloud

Interests: Travel, piano, photography, and coffee brewing