

# ELLIOTT KOSMICKI

608.709.7000 | mail@elliott.pro | https://elliott.pro

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## VICE PRESIDENT OF E-COMMERCE

DIGITAL PRODUCT STRATEGY | INNOVATIVE BRANDING & MARKETING | TRANSFORMATIVE VISION & LEADERSHIP

Award-winning, passionate, and mission-grounded operations executive with track record driving and scaling growth within entrepreneurially spirited, world-class technology, and e-commerce organizations. Vast knowledge of search engine optimization (SEO), user experience (UX), and branding and identity of Web and application-based business product development created to fill gaps and provide customers with outstanding experiences. Noteworthy communicator with talent, sincerity, and energy for generating novel ideas and cutting-edge reinvention; installing processes to enable performance; imparting plan expectations to stakeholders; and creating unison while coaching diverse, high-caliber teams to deliver on commitment. Sophisticated proficiency for analyzing metrics and calculating value to expand market share; design pricing, profit, and positioning strategies; gain and retain competitive edge; uphold brand promise and operational excellence; execute quality and timely product delivery; and achieve unparalleled success.

*Key areas of core performance include:*

- ✓ Customer Understanding & Experience
- ✓ Multi-level Collaboration & Influence
- ✓ Project Planning & Management
- ✓ Data-Driven Decision-Making
- ✓ Strategic Results Orientation
- ✓ Cross-functional Team Communication
- ✓ Program Creation & Product Delivery
- ✓ Business Development Innovation
- ✓ Process Improvement Initiatives
- ✓ Technical Problem-Solving

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## PROFESSIONAL EXPERIENCE

**MUSICNOTES**, Madison, WI

2004-Present

**President & Chief Operating Officer** (2019-Present)

Coordinate day-to-day needs, operations, and efforts; develop goals and prioritize projects; and oversee teams dedicated to internal technologies and mobile and desktop applications for world's largest Internet-based sheet music retailer and publisher, offering 300,000+ pieces of digital music for downloading, printing, and syncing to iPad, Android, PC, Mac, and web-based applications. Gather input from stakeholders; co-manage \$5M budget and profit and loss (P&L) responsibility; and oversee 5 direct reports (chief financial officer; chief technology officer; chief publications officer; director of marketing and design; and director of customer support).

*Highlighted Accomplishments:*

- Revamped objective and key results (OKR) methodology to implement multi-year strategic plan.
  - Collaborated with stakeholders to trim project requirements and devise long-term roadmaps with reasonable outcomes and clear deadlines.
  - Increased year-over-year (YoY) achievement of goals by approximately 1,100%.
- Navigated and transitioned on-site company to become remote to address COVID-19 pandemic.
  - Established 60+ employees with fully operational remote workspaces in just 3 days.
  - Honored by *Wisconsin State Journal* as "Top Place to Work" for 2020, despite challenges.
  - Remained "even" in successful sales, despite challenging business year worldwide.
- Contributed significantly to company recognition as Top 500 retail website for 7 consecutive years.

**Director of Marketing & Design** (2017-2019)

Organized market and channel advertising, principally through SEO expertise, accounting for 60%+ in company sales. Optimized vision and focus and engaged with external experts to strategically develop

brand. Reduced overhead expenses through recruiting, hiring, and utilization of various third-party contractors, such as copywriters. Managed team of 9 with marketing budget of \$1.5M.

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### **Musicnotes, *continued***

#### ***Highlighted Accomplishments:***

- Overhauled major redesign of website and developed completely rejuvenated visual rebranding.
- Originated first-in-kind advertising campaign, "You Can Play," with featured focus on inspiring and instructional videos.
  - Honored worldwide for video campaign, including People's Choice and Best Online Marketing by the UK-based Telly Awards; also received prestigious WAVE (Western Access Video Excellence) Award.
- Innovated and launched avant-garde membership program, Musicnotes Pro.
  - Designed annual subscription providing wealth of additional features and discounts.
  - Grew membership 650%, from 20,000 members to 150,000, generating \$2M revenue per year.

#### **Director of User Experience (2007-2017)**

Served in multifaceted role optimizing and improving UX life cycle through deploying A/B testing and design; researching technology and marketing testing and implementation; and analyzing and interpreting customer and stakeholder feedback. Wrote and engineered front-edge code and oversaw 2 designers.

#### ***Highlighted Accomplishments:***

- Led modernization and redesign efforts of search system to become more user-friendly.
- Optimized product page to capture users through SEO.
  - Performed massive price testing, which involved 3,000 SKUs.
  - Converted usage to eliminate requirements of necessary installation to view sheet music.
- Elevated site conversion rate by approximately 43%, from 3.5% to 5%.

#### **ADDITIONAL PROFESSIONAL ROLE:**

##### **Affiliate Marketing Manager (2004-2007)**

Doubled sales channel.

##### **MULTI-MEDIA PUBLISHING & PACKAGING, Chatsworth, CA** **Account Executive**

2001-2004

Thrived in sales-focused role and developed and mastered search engine optimization (SEO) techniques for full-service CD and DVD printing, packing, project management, and assembly company.

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## **ADDITIONAL INFORMATION**

MADISON MEDIA INSTITUTE: **Certificate in Recording Technology & Music Business** | Madison, WI

**Adobe Experience Maker Award** for Excellence in Marketing

Subject Matter Expert (SME) & Public Speaker, with focus on topics of e-commerce conversion