

Edward R Przyzycki

Product/Marketing Director | Digital Strategist | eCommerce Program & Project Manager

630-698-0014 | info@EdEditedIt.com | www.EdEditedIt.com

“I’m a passionate, creative, and data-driven strategic thinker, with the ability to provide vision, inspiration, and leadership, who executes with a collaborative, entrepreneurial spirit, willing (and able) to roll-up my sleeves and get it done”.

Senior Product Manager | Experian Automotive

December 2015 – November 2018 (Present)

- **Manage all aspects of \$8M AutoCheck.com consumer channel, while maintaining a 60% margin.**
 - Achieved 10% YOY revenue growth in 2018, via new marketing/consumer acquisition efforts, higher conversion rates, and new product bundling strategies.
 - Oversee all functional areas: marketing (paid/organic search, email, display, remarketing, social, SEO/content), UI/UX, web analytics/attribution (Google Analytics 360, A/B and multivariate site optimization), agile IT/development team, sales, and client/customer service.
 - Develop, modify, communicate to executive leadership, and execute ongoing 5-year strategic vision and roadmap.
- **Manage development of DAAS/SAAS product lines (including strategic data acquisition strategy).**
 - Partnered with sales to achieve 8% YOY (\$5M) growth into additional markets. (AutoCheck XML/JSON data deliverables to clients such as CarGurus.com, AutoTrader.com, KBB.com, eBay.com, JDPower.com)
- **Generate go-to-market strategies for emerging auto-related products, projected to generate an additional \$40M in 5 years.** (Develop end-to-end business and marketing plans, KPIs, pricing formulas, customer journeys [voice of the customer], market/competitive intelligence analysis reports)

Managing Partner | Ed Edited It Productions

August 1995 – November 2018 (Present)

Founder of entrepreneurial agency of freelance content creators/developers, providing a variety of video, eCommerce, eLearning, and consulting services to Fortune 500 companies, including: Abbvie Pharmaceuticals, Department of Energy (Argonne National Laboratory), Disney/ABC 7 Chicago, McDonalds, TTX Rail Company.

- Produced a 2018 Telly Award Winning 4K/HD training/safety video for TTX Rail Company.
- Develop and implement WordPress, Drupal, and Magento eCommerce solutions.
- Provide Moodle LMS installations and management.
- Provide UI/UX/CX solutions (including responsive design via Bootstrap, HTML 5, PHP 7, etc).
- Received Interactive Media Award for Web Design, Aegis Video Award, MarCom/Marketing Gold Award, New Media Invision Bronze Medal, and Excellence in Distance Learning Award.

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Program Manager | Sears Holdings Corporation

March 2011 – November 2015

Team manager (consisting of: user research, UI/UX, front-end, engineering, QA, marketing, product) to improve ROIs and exceed KPIs of a \$1.4B omnichannel parts/services division, often with individual products/projects with budgets of \$1M or more.

- Successfully relaunched searspartsdirect.com and searshomeservices.com sites into a responsive design utilizing AWS cloud and AEM CMS platforms utilizing onshore and offshore teams.
- Lead all product/program management efforts, including: requirements gathering, IT/DEV sprint AGILE planning (JIRA), business unit alignment discussions, budgeting, timeline and scope management.

Private Music Instructor | Fairview Music

December 1989 – August 2016

Shared a creative passion for music with others (ages 5-adult) via individual and group instruction, in a fun and dynamic educational atmosphere.

- Using an appreciation and understanding of theory and composition, along with personal experiences writing jingles for clients such as Chicago's Museum of Science and Industry, WGN Radio, a nationally televised TV show, and several multimedia projects, stressed the importance of basic music understanding (with an emphasis in theory and technology).
- Professionally trained under the original tutelage of Paul Wood (Cryin' Shames, Les Paul Orchestra).

Additional work history, educational background, references, and portfolio samples are available upon request.