

# Eli Kowalski

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Eli Kowalski is a highly motivated creative professional with over 10 years of experience in content production, research, and licensing. His collaborative, team-first approach is backed by excellent communication and interpersonal skills, leading to consistent results and strong cross-functional relationships. With a well-developed creative vision and passion for sports and entertainment, Eli is dedicated to helping lifestyle, sports, and media brands produce and distribute world-class content.

## **EXPERIENCE**

### **Shutterstock**

*Sr. Manager, Strategic Partnerships – New York, NY* 2021 – Present

Establish and support partnerships with industry-leading content providers

- Lead development, launch, and account management for key photography and video partnerships, including The Associated Press, Condé Nast, and Colorsport
- Develop unique curation, merchandising, and pricing strategies that amplify partner content and support company revenue targets
- Negotiate contracts and secure content distribution rights, working cross-functionally with legal, finance, product, marketing, sales, and content teams to advance strategic business objectives
- Use reporting and financial analysis to build targeted campaigns that expand the value of partner content in the marketplace

*Sr. Manager, Content Operations – New York, NY* 2017 – 2021

Led production operations and content strategy for Shutterstock Editorial

- Managed team of 13 photo and video editors in New York, Los Angeles, and London, overseeing global content operations for entertainment, news, and sports
- Implemented best-in-class workflows for photography and video production, building scalable solutions for high-volume content delivery
- Identified and responded to customer and competitor trends, partnering with teams across the business on product and content enhancements

### **NBCUniversal**

*Sr. Manager, Photography Production – New York, NY* 2014 – 2017

Responsible for photography production and distribution for NBC primetime programming

- Led production of episodic, event, and gallery photography for shows including *The Tonight Show Starring Jimmy Fallon*, *Saturday Night Live*, and *The Golden Globe Awards*
- Partnered with marketing, public relations, and social teams on innovative photography campaigns, helping drive tune-in and increase brand awareness
- Managed department production budget, leading quarterly forecasting and analysis
- Developed integrated content delivery workflow with Getty Images, leading to a 20% increase in syndication revenue

*Manager, Photography Production – Los Angeles, CA* 2010 – 2014

- Oversaw image ingestion, editing, retouching, and metadata tagging for episodic coverage
- Hired and assigned freelance photographers, building a global roster of talented artists
- Led department intern program, supervising five interns annually

## **EDUCATION**

**Ithaca College, Roy H. Park School of Communications**

*Bachelor of Science: Cinema and Photography, Cum Laude*