

EMILI KOSIK

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myhstimeline.com | youtube.com/@MyHighSchoolTimeline

VENTURE

My High School Timeline — Founder

2025–Present

myhstimeline.com · product, go-to-market and operations

- **Founded** and launched a free planning platform that gives high school students a personalized timeline of the deadlines and decisions that shape their college applications.
- **Built the business case** on a concrete market gap: the average student-to-counselor ratio in Texas is **457:1**, leaving most students to make these decisions without individual guidance.
- **Defined** the product and its positioning — free, no ads, no upsells, no sensitive data collected — and segmented the audience into incoming freshmen, transfers and international students, each with a different timeline.
- **Own** the full go-to-market: brand, landing site, launch messaging, and a YouTube channel producing short-form student advice as the primary acquisition channel.
- **Recruited** and scheduled the first pilot cohort (Round Rock HS, Spring 2026) to validate the product with real users before scaling.
- **Shipped** the site and web app hands-on with no engineering budget, using Claude Code and custom MCP integrations.

WORK & VOLUNTEER EXPERIENCE

Tip Assistive Technology LLC — Intern / Assistant

2025–Present

Austin, TX · assistive-technology hardware startup

- When the startup's media outreach lacked structure, I **organized** its public-relations process by **drafting** press releases and **coordinating** outreach, ensuring consistent communication across all media channels.
- **Processed** customer **pre-orders** — verified order details, tracked status, and kept the pipeline clean and ready for fulfillment.
- **Supported** the **Early Bird program**, under which the first devices were to be shipped to adopters free of charge: maintained the participant list and handled communication with program members.
- **Translated** and **crafted** promotional text, ensuring clear and persuasive messaging for target audiences.
- **Edited** advertising video drafts for clarity, flow, and brand consistency.
- **Initiated** contact with potential collaborators and **coordinated** meetings between management and partners, facilitating new partnership discussions.

Piter Shawarma — Intern

2023–2024

Belgrade, Serbia

- When Piter Shawarma struggled to attract customers after opening, I **contributed** social media ideas and **designed** promotional graphics, helping increase customer flow by around **25%**.
- **Conceptualized** and **designed** promotional materials, contributing to enhanced brand reach and engagement.
- **Managed** a consistent online posting schedule and **developed** announcement posts that drove communication for key initiatives.
- **Translated** content into 2–3 main languages, ensuring clear communication across a mixed local market.

Chartwell International Lower Secondary School

2023–2024

Peer tutor & classroom volunteer

- **Tutored** classmates in core subjects and helped students who were still learning English follow the material.
- **Kept** a shared notebook of the questions that came up most often, so answers were easy to reuse.
- **Helped** the teacher organize materials, assignments and lesson preparation, and volunteered to help move classrooms outside of school hours.

LEADERSHIP & ORGANIZATIONS

Vice-President, Humanitarian Club · Director, Co-op

Current

Round Rock High School

- **Lead** two student organizations alongside DECA membership, and **volunteer** regularly in the school and local community.

Vice-President, Film Club

2023–2024

Chartwell International Lower Secondary, Serbia

- When a lack of equipment paused the club's production, I **volunteered** to buy microphones, cameras and props, allowing us to resume filming and increase video quality.
- **Coordinated** meeting and recording schedules, **delegated** project roles and **recruited** new volunteers, successfully growing the team.
- **Edited** video footage and audio for cinematic projects.

EDUCATION

Round Rock High School

Expected Graduation May 26, 2027

Round Rock, Texas

- Maintained a **4.0+ GPA** since starting high school.
- **Relevant coursework:** Business Management, AP Pre-calculus, AP Physics.
- **Honors:** Member of the National English Honor Society.
- **Clubs & organizations:** DECA, Humanitarian Club (VP), Co-op (Director), comic club, non-competitive swimming.

British Higher School of Art and Design — Product Design

2020–2022

Two-year program (equivalent), completed · UTeens program certificate

- **Completed** a two-year pre-university program in **Product Design**: user research, concept development, prototyping, and presenting finished work to a panel — the foundation behind how I now scope and ship my own product.

CERTIFICATIONS & SKILLS

Business & operations

- Product positioning and go-to-market
- PR and press releases
- Pre-order and order operations
- Partnership outreach
- Customer service

AI & technical

- **Claude Code**
- **Building custom MCP servers**
- Product and web design
- Video editing

Certifications

- Microsoft Office Specialist — Word
- Microsoft Office Specialist — Excel
- Microsoft Office Specialist — PowerPoint
- Multiple certificates, Game Design Course (2023)

Languages

- Fluent: English, Russian
- Proficient understanding: French, Spanish, Serbian

INTERESTS

Traditional and digital art · symbolism in film and music · historical facts and personal ancestry · psychology · cycling in parks.