

# Eli Frank | MBA

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**Chief of Staff & Operations Leader, specialized in Venture Capital, Tech, Media, & Entertainment.**  
**10+ years of experience scaling venture-backed startups to driving growth within Fortune 100's as a 4x CoS.**  
**Expertise skills: Go To Market, General Management, Operations & Strategy, Public Relations, & Marketing.**

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**Experiences: [Tau Investments](#) & [Viva Voce](#): *Chief of Staff (Head of Ops & Marketing)* NY, NY 2024 - Today**

- Launched [Viva Voce](#), a retail marketplace and community of 42 LGBTQ+ and plus-size brands, securing initial funding from Tau while building internal teams, communication systems, and operational infrastructure.
- Built end-to-end sales channels & marketing funnels, developed creative, integrated paid media, & A/B scaled.
- Launched ecommerce platform and multi-month retail residences in [Atlanta](#) and NYC, securing national media placements ([Forbes](#), [OK Magazine](#), [Atlanta Journal-Constitution](#), [Medium](#), [Atlanta Voice](#)) for 14 million readers.
- Built campaigns and scaled brand social presence across [Instagram](#), [Tik Tok](#), [Linkedin](#), & Internal Community App, driving 10K+ followers, amplifying the best content, while securing founder-led podcast opportunities.

**[Samsung](#): *Chief of Staff, Integrated Marketing CMO (Contract)* NY, NY October 2023 - October 2024**

- Supported Home Entertainment leadership team achieving #1 market share position for premium product line.
- Led cross-functional go-to-market task forces across product, agency, and internal teams, driving execution of Samsung's "One Launch" campaign and delivering 135% of sales targets, managed a total team of 94 persons.
- Built \$74M Marketing budget framework & monthly execution report, improving visibility & planning accuracy.
- Acted as proxy to CMO, aligning internal & external agency teams, driving prioritization, execution cadence, and KPI accountability, while also reporting and supporting each department director to achieve key objectives.
- Led execution of major campaign moments (Super Bowl, Black Friday, March Madness, Back to School), coordinating creative reviews of CRM, socials, media, retail, & paid media, contributing to 52% market share.

**[SWPR](#): *Chief of Staff* NY, NY September 2022 - July 2023**

- Provided executive-level support to the full C-Suite & Chairman across a top 10 PR firm with \$72M revenue & 18% annual growth, spanning multiple verticals including CPG, tech, & lifestyle, amplifying & hitting key KPI's.
- Led acquisition readiness process, restructuring org design implement changes, coordinating with investment banks, building LBO materials, & preparing leadership for PE presentations, resulting in multiple 9-figure offers.
- Managed RFP pipeline & pitch strategy, driving 34 new client wins & generating \$8M in new billable revenue.
- Identified operational inefficiencies & led cross-department initiatives (hiring, org design, OKRs), reducing costs by \$1.2M while improving project delivery to clients, & setting up automated systems to track dashboards.

**[ZASH \(NASDAQ: BBIG\)](#) *CEO/COO - Entertainment Division* LA, CA August 2021 - July 2022**

- [Led U.S. growth strategy for Lomotif](#), scaling 40K DAUs through content, partnerships, & platform initiatives
- Conceptualized and executed [A List Talent](#) activation (Lil Nas X, Kid Lari) at EDC, generating platform visits.
- Secured brand partnerships & sponsorships with CPG companies, generating \$720K in advertising revenue.

**[12Tone Music Group](#): *A&R & Data Analyst* NY, NY April 2018 - July 2021**

- Developed [12Tone's](#) roster & managed [Warner Music Group's acquisition of 12Tone assets](#), including 6 Grammys, three #1 albums, & 16 billion streams of A-list roster; Dolly Parton, Illenium, Anderson .Paak.
- Forecasted & evaluated label earnings, increased 12Tone YoY revenue, from \$3.2M to \$19.6M annual & exit.

**[Tha Lights Global](#): *Touring, Marketing, & Artist Manager* LA, CA July 2017 – April 2018**

- Managed national tour operations for multi-platinum artist Lil Pump, led logistics, staffing, & daily executions.
- Structured influencer & brand partners around "Gucci Gang" 5x (Platinum), drove social growth & streams.

**[Universal Music Group/Def Jam](#): *Artist Development & Marketing* NY, NY May 2016 – June 2017**

- Strategized & executed a marketing campaign that led to a top 10 most snapchatted location in the world.
  - Scouted and developed talent, project-managed logistics of corporate events album parties, to interviews.
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**Higher Education: Harvard Business School, Executive Education: Communicating For Impact**  
**University of Florida, Warrington College of Business, MBA: Master of Business Administration, 3.4 GPA**  
**Bentley College, BS: Economics & Finance, Minor in Management & Sociology: Graduated Cum Laude, 3.5 GPA**

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**Personal Interests:** Marathon Runner, Greenwich Times Most Newsworthy Person 2014, & World Traveler