

Eli Frank | MBA

Email: Ejfrank@gmail.com | Mobile: 203-461-1835 | [Linkedin](#) | [Website](#)

4x CoS from Fortune 100's to Startups, Decade of Operations & Management Experience.
Specialized in Venture Capital, Tech, Media, & Entertainment.
Skilled in Go To Market, General Management, Operations & Strategy, Public Relations, & Marketing.

Tau Investment MGMT & Viva Voce: (Portfolio company): **Chief of Staff** NY, NY December 2024 - Present

- Founded [Viva Voce](#) a Retail Marketplace & Community of 40+ brands focused on LGBTQ & Plus Size women by securing initial funding with Tau, while building out an internal team & systems; hired Marketing, Tech, Community, Ecommerce Directors, & established admin infrastructure on Google Drive, Slack, Monday.
- Launched the [brands website](#) & multi-month residences in [Atlanta](#) & [NYC](#), securing placements from [Forbes](#), [OK Magazine](#), [Atlanta Journal-Constitution](#), [Medium](#), [Atlanta Voice](#) to over 14 million readers in circulation.
- Created & deployed brand social accounts, developed content rollout strategy, gaining over 10K followers in the first year across platforms, [Instagram](#), [Tik Tok](#), [Linkedin](#), & [Internal Community App](#).

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

- Supported Samsung's Home Entertainment leadership team to secure #1 market share for premium products.
- Led priority task forces: from product go to market, interagency, interdepartmental, & One Launch teams, Samsung One Launch campaign revealed Samsung's 24 TV product lineup, & resulted in 135% sales targets.
- Generated detailed line items & monthly project timelines for a \$74M 2024 Marketing department budget.
- Proxy'd CMO Principal to assist & manage an internal team of 58 + external agency teams; communicated clear priorities, deadlines, scheduled team-wide calls, managed creative reviews, & supported directors KPI's.
- Managed creative deadlines for keynote moments, Black Friday, Super Bowl, March Madness, Back to School campaigns, included retail assets, CRM blasts, social posts, paid media support. Established ~52% market share.

5WPR: **Chief of Staff** NY, NY October 2022 - July 2023

- Delivered Executive-Level support to a top ten public relations firm, with hundreds of clients spread across Beauty, CPG, Lifestyle, Corp Tech, B2B, Wellness, & Digital. 5WPR grosses 72M & ~18% annual growth
- Coordinated an acquisition process; restructured org charts, communicated with investment banks, built LBO slide decks, prepped senior management for presentation to PE firms, resulting in 9-figure tentative sale offers.
- Project-managed RFP's, ensured pitches won new business, resulting in 34 new clients, & 8M billable revenue.
- Improved efficiency & profitability through collaborative meetings with department heads to solve for pain points, such as overservicing, strategic hires, terminations, & setting OKRs, saving \$1.2M in operational costs.

Three: **Co-Founder/Advisor** LA, CA March 2022 - October 2022

- Co-Built Three, a technology-oriented agency to leverage next-generation blockchain & web3 services to empower music artists & content creators to better monetize intellectual property & fan bases, secured deals.
- Sourced & generated partnerships with 150+ creators that have an aggregate of 450 million total followers.

ZASH (NASDAQ: BBIG) CEO/COO - Entertainment Division LA, CA August 2021 - May 2022

- [Led U.S user growth for short form video app](#), Lomotif, (40K DAU's) each account valued at \$120 PP
- Successfully conceptualized & implemented [A List Talent Activations](#) hosted Lil Nas X & Kid Laroi, for major music partners' events & shows, including Electric Daisy Carnival & [Dandelion](#), created content assets.
- Sourced partnerships with CPG brands & sponsors, to drive ~700K in ad revenue to the platform.
- [Started and managed the firm's entertainment division](#), hired executives all the way down to assistants & office managers, a full team of 12. Developed organizational structures, & built a positive company culture.

12Tone Music Group: **A&R & Data Analyst** NY, NY April 2018 - August 2021

- Developed [12Tone's](#) roster & managed [Warner Music Group's acquisition of 12Tone assets](#), including 6 Grammys & 16 billion streams of A-list roster; Dolly Parton, Illenium, Anderson .Paak, Lauren Daigle, Joji.
- Deployed to market & analyzed projections for three #1 and 17 total, Billboard top 200 albums.
- Forecasted & evaluated label earnings, increased 12Tone YoY revenue, from \$3.2M to \$19.6M annual & exit.

Education: Harvard Business School, **Executive Education:** Communicating For Impact

University of Florida, Warrington College of Business, MBA: 3.4 GPA

Bentley College, BS: Economics & Finance, Minor in Management & Sociology: Graduated Cum Laude, 3.5 GPA

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