

Eli Frank | MBA

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**Decade of C-Suite Operations and People Management Experience, a 4x CoS from Fortune 100's to Startups.
Specialized in Venture, Private Equity, Tech, Media, & Entertainment.
Focused 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

- Started Viva Voce a retail marketplace of brands focused on LGBTQ & Plus Size women from inception to Launch by securing initial 10M in initial funding, while leading efforts of Tau Investments in the Venture.
- Built out an internal team, CMO, brand manager, and UX designer, & infrastructure systems, and processes on Google Drive, Monday.com, Slack. Mapped out executive objectives for the year & planned budget accordingly.
- Secured retail location for first pop-ups in Atlanta and NYC for 25', started to plan fundraise strategy for 26'.

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 \$84M 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 the acquisition process; restructured org charts, communicated with investment banks, built LBO slide decks, prepped senior management for presentation to PE firms, resulted in 9-figure tentative sale offers.
- Crafted & executed agendas for C Suite & board meetings & followed up action items as a force multiplier.
- 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

- First A&R for 12Tone; an independent record label started by music moguls Doug Morris & Steve Bartels.
- Helped manage [Warner Music Group's acquisition of 12Tone assets](#), 16 Billion streams, & A-list roster who included, Dolly Parton, Illenium, Anderson .Paak, Lauren Daigle, Parson James, Joji & 88rising.
- Analyzed comps & financial projections for released & future projects to forecast & evaluate label earnings, for 3 #1, and 17 total, Billboard top 200 albums, increased revenue from \$3.2M annually to \$19.6M

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