

# Eli Frank | MBA

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**C-Suite operator with 8+ years of experience in tech, media, communications & entertainment. From startups to blue chips, focused on growing companies to foster increased market share, acquisitions, & exit sales. Specialized in: Go To Market, General Management, Operations & Strategy, Public Relations, & Marketing**

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**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**

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**Samsung: Chief of Staff, Integrated Marketing CMO (Contractor)** New York, NY October 2023 - Present

Supported Samsung's Home Entertainment leadership team to hold onto #1 market share for TV's, audio, & projectors; grew premium brand national market recognition for Home Products.

- Led priority task forces: from product go to market, interagency, interdepartment, & One Launch teams, Samsung's One Launch campaign revealed Samsung's 24 TV product lineup, & resulted in 135% sales targets.
- Generated detailed line items & monthly project timelines for an \$84M 2024 Marketing department budget.
- Planned content strategy with media teams, wrote & distributed thought-leadership articles & LinkedIn posts for C-level management marquee events; CES, Sales Conferences, Panels, resulted in increased social growth.
- 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.
- Audited & analyzed department pain points & success metrics; compiled best practices & new team processes.
- Spearheaded organization-wide project management system improvements from Smartsheet to Monday.com to mitigate security risks, which also increased operational effectiveness & saved the department 14% per license.
- Coordinated partnerships with events spaces & SEA products which generated tens of millions of impressions.
- Organized creative output & implementation of wall wraps across Samsung HQ, increased product awareness.

**5WPR: Chief of Staff**

New York, NY October 2022 - July 2023

Executive organized, 5WPR a top ten public relations firm with hundreds of clients spread across, Beauty, CPG, Lifestyle, Corp Tech, B2B, Wellness, & Digital. 5WPR grosses 72M & grows at ~20%.

- 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.
- Set & led agendas for C Suite & board meetings & executed follow up action items as a force multiplier.
- Project-managed large RFP's across departments, ensured pitches came together on time in a cohesive manner.
- Improved efficiency & profitability through collaborative meetings with department heads to figure out pain points, worked through solutions such as overservicing, helped with strategic hires & terminations, & set OKRs.
- Spearheaded new lead generation & outbound systems; target collections, wrote copy, & CRMs, won business.
- Oversaw data system transfer from Salesforce to Netsuite, generated custom reports, best practices, & research.
- Headed special projects for the Chairman, built an executive office, hosted congressmen & leadership events.

**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.

- Sourced & generated partnerships with 150+ creators that have an aggregate of 450 million total followers.
- Assembled & coordinated the initial team including; "partners, project managers, development team, financial advisors, consultants, board of advisors," & developed Three's internal & external communication network.

**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) through talent & brand partners.

- [Started and managed the firm's entertainment division](#), hired a full suite of executives all the way down to assistants & office managers. Developed organizational structures, & built a positive company culture.
- Brought new creators & artists into Zash, content from community events generated millions of impressions.
- Successfully conceptualized & implemented [A List Talent Activations](#) hosted Lil Nas X & Kid Lari, for major music partners events & shows, including Electric Daisy Carnival & [Dandelion](#), created content assets.
- Exclusive content created on Lomotif grew DAUs by thousands, each account valued at \$120 per person
- Sourced partnerships with multinational CPG brands; drinks and beauty products sponsors drove ad revenue.

**12Tone Music Group: A&R & Data Analyst**

New York, NY April 2018 - August 2021

First A&R for 12Tone; an independent record label started by moguls Doug Morris & Steve Bartels; Helped manage Warner Music Group's acquisition of 12Tone assets and A-list roster who included, Dolly Parton, Illenium, Anderson .Paak, Lauren Daigle, Parson James, Joji & 88rising.

- Grew 12Tone from inception through its exit sale; four years, 16B streams, six Grammys, 3x staff later.
- Reported directly to the GM & COO, created 12Tone's A&R watchlist & vetted all potential artists' signs.
- Compiled & analyzed radio, market, & sales reports, recommended where to place label resources.
- Signed several artists to 12Tone & project managed releases that generated tens of millions of streams.
- Analyzed comps & financial projections for released & future projects to forecast & evaluate label earnings.
- Founded 12Tone's website & social media pages, created, & uploaded content to grow brand awareness.

**Tha Lights Global: Touring, Marketing, & Artist Manager**

LA, CA September 2017 – April 2018

Managed talent for Tha lights Global, a record label & media agency specialized for viral moments.

- Successfully ran a national tour for an A-list artist, Lil Pump, responsibilities included: booked hotels, hired road teams, assisted tour manager. Helped run day to day operations of shows, managed product sales & operations, this resulted in a sold out national tour for three thousand person venues.
- Launched social media marketing campaigns that partnered influencers & brands with our artists, resulting in Lil Pump's 5x Platinum record "Gucci Gang" & significant social media growth.

**UMG/Def Jam: Artist Development & Marketing Analyst** New York, NY May 2017 – September 2017

Scouted and developed talent for Def Jam Recordings, a Major Urban record label in Universal Music Group's portfolio, historic catalog; Jay Z, 2 Chainz, Kanye, Pusha T, Rhianna, LL Cool J, & Big Sean.

- Analyzed metadata from music media charts to identify industry & artist patterns for A&R's to sign assets.
- Strategized & executed a marketing campaign that led to a top 10 most snapchatted location in the world, activation was a trap house in Atlanta for Two Chainz's "Pretty Girls Like Trap" Universal Music's release.
- Project-managed the logistics of corporate events ranging from album parties & Genius talks for #1 albums..

**Scooter Braun Projects: Artist Management & Finance Analyst** LA, CA May 2016 – September 2016

Analyst for Scooter Braun Projects, a world leading talent and media company, whose roster included;

Justin Bieber, Ariana Grande, Kanye West, Martin Garrix, Steve Angello, & Demi Lovato.

- Modeled artist growth, tracking patterns, & potential revenue streams, to project financial expectations  
Models were leveraged for brand negotiations, geo targeted digital campaigns & led to artist growth
- Helped execute Justin Bieber's digital marketing campaign for single, "Cold Water" that charted #2.
- Created a business model strategy for Martin Garrix & his STMPD records utilizing fan insight data.

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**Life Experiences:** Marathon Runner, Greenwich Times Most Newsworthy Person 2014, & World Traveler