

ELIJAH RODRIGUEZ

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PROFESSIONAL SUMMARY

Results-driven and cross-functional Manager with 5 years of experience in leadership, consultative sales, digital marketing, and relationship building while hitting key performance indicators. Proven ability to collaborate cross-functionally with senior leadership and regional teams within a complex, matrixed organization to demonstrate customer value and achieve revenue targets. Strong communicator with a strategic yet flexible mindset, capable of managing multiple projects and priorities in fast-paced environments.

EDUCATION

University of Edinburgh
Master's, International Relations

September 2016 - July 2020
GPA: 3.8

PROFESSIONAL EXPERIENCE

Adobe

New York, NY, USA

Founder, Manager, Market Development (Frame.io)

February 2021 - Present

- Established and led the Market Development team, driving significant growth by aligning Sales, Growth Marketing, Product, and executive leadership to execute targeted advertising campaigns and expand outreach through a customer-facing consultative approach.
- Contributed to closing 160+ deals totaling \$4.1M in ARR by actively supporting the full sales cycle from strategic prospect engagement to post-sales relationship management and solution-oriented troubleshooting, driving account growth and retention.
- Improved lead conversion rate by 15% through strategic use of Salesforce, Drift, Intercom, and LinkedIn Sales Navigator to optimize SaaS sales processes and identify upsell opportunities.
- Ideated and launched a new company-wide pricing model for Frame.io in collaboration with Growth, Product, and Engineering by synthesizing user feedback and sales data to propose, prioritize, and execute the Business Plan.
- Represented Frame.io at Adobe MAX 2024, providing technical sales demos to major clients and gathering actionable user feedback to inform GTM and product improvement strategies.

The Greene Turtle

Remote

Social Media Marketing Manager

July 2020 - August 2021

- Increased brand visibility and engagement by 30% through data-driven social media campaigns and proactive customer engagement across multiple platforms.
- Boosted conversion rates and brand awareness by optimizing ad campaigns through Hootsuite, leveraging analytics to maximize ROI and drive results.
- Enhanced team collaboration and campaign execution by coordinating with content creators and designers to deliver engaging, platform-specific content tailored to audience demographics.
- Improved campaign performance tracking and reporting by implementing data-driven metrics and regular reviews, enabling strategic adjustments for optimal engagement.

Vibranalysis

New York, NY, USA

Business Development Representative

August 2020 - January 2021

- Secured \$2 million in design contracts by assisting with contract negotiations, crafting client proposals, and building long-term client relationships to drive revenue growth.
- Increased lead conversion rate by 20% by managing the end-to-end lead flow, maintaining the CRM database, and ensuring timely follow-up with prospective clients.
- Identified new sales opportunities across multiple regions by collecting and analyzing market data to provide actionable insights and inform targeted sales strategies.
- Enhanced alignment between sales initiatives and client needs by developing targeted sales strategies in daily collaboration with executive leadership.

SKILLS

Skills: HTML/CSS, Adobe Creative Suite, Adobe Photoshop, Communications, Google Cloud Platform, Google Analytics, Hootsuite, iOS/Swift, JavaScript, Looker, Marketing, Management, MongoDB, PowerPoint/Keynote/Slides, Product Management, Public Speaking, Salesforce, Sales, Social Media