

ELIZABETH ELLIOTT

Los Angeles, CA | [LinkedIn](#)

Operations, marketing, and CX professional with 9+ years of experience building trusted relationships and improving how businesses communicate, operate, and adopt technology. Translates complex products into clear messaging and practical training resources, combining strategic planning with hands-on execution across go-to-market initiatives and user experience.

SKILLS

- **Operations & Strategy:** project management, process improvement, cross-functional collaboration, launch planning, pricing & service packaging, change management
- **Marketing & Communication:** product positioning, brand messaging, go-to-market planning, plain-language technical writing, content development
- **Customer Experience & Enablement:** customer onboarding & enablement, knowledge-base development, training materials, relationship management, technology adoption
- **Product & Insights:** user feedback analysis, usability testing, dashboard & demo prototyping, CRM & engagement analytics, AI-assisted workflows
- **Tools: Operations & CRM:** Zendesk, HubSpot, Salesforce, Jira, Clickup, Notion, Slack, Microsoft 365, Google workspace; **Marketing & AI:** Braze, Klaviyo, Hootsuite, Shopify, Figma, Canva, v0, Zapier, Make, n8n, Cursor

EXPERIENCE

Head of Ops & Marketing; Komatik AI (early-stage CA startup), remote: 12/2025–Present

- Translate technical documentation into plain-language briefs and copy, explaining capabilities and use cases for nontechnical business owners
- Design and prototype user dashboard, interactive product demos, and initial customer builds, and test usability with first-time users to simplify experience and user interface
- Build marketing infrastructure from the ground up, including brand messaging, landing pages, outreach materials, and repeatable systems for producing on-brand assets without ongoing designer support
- Plan and execute go-to-market plan, structure pricing tiers and service packages including features, deliverables, and support levels to establish clear customer offerings

Client Success Manager; Litesport (Los Angeles, CA), remote: 09/2022–11/2025

- Scaled AI adoption with training frameworks and knowledge bases that reduced onboarding friction and helped teams use AI tools in daily workflows
- Partnered with CX and Product Marketing leaders on messaging for quarterly updates, team briefings and stakeholder-facing content; created an internal style guide and framework
- Advised enterprise partners on post-sale adoption for Meta-funded platforms supporting 100K+ weekly users
- **Promoted from Event & Experiential Marketing Coordinator (02/2021–09/2022):** led activations for Esquire, Essence, Billboard, James Corden and more, aligning experiential outcomes with KPIs to drive an 18% increase in post-event app engagement and retention; ran end-to-end CES 2021 presence: \$200K+ budget, 10+ staff, team onboarding and compliance on a tight timeline

Senior Account Manager; Bombfell (New York, NY), remote: 09/2018–11/2020

- Retained and expanded accounts by maintaining 95%+ CSAT for a high-growth styling platform by preemptively identifying churn risks and streamlining the post-sale adoption lifecycle
- Partnered with Engineering/Product to translate user feedback into high-impact UX updates, directly contributing to measurable retention gains
- Scaled team efficiency by 25% through the design of standardized tracking workflows and process documentation adopted as the company-wide benchmark

Business Development Specialist; Jodel Media (Oconomowoc, WI), remote: 08/2016–07/2018

- Generated \$190K+ in ARR with consultative outreach, relationship-driven sales, and high-conversion demos
- Managed the end-to-end sales funnel, running 100+ monthly discovery calls and personalized outbound campaigns to build a consistent pipeline
- Designed post-demo customer journeys that standardized the transition from prospect to active user

Client Onboarding Specialist; Harri (New York, NY): 10/2015–08/2016

- Orchestrated SaaS implementation for 200K+ end users, segmenting onboarding journeys to accelerate Time-to-Value and surfacing ROI metrics for mid-market and enterprise accounts
- Leveraged usage trend analysis to identify upsell opportunities during onboarding and successfully pitch upgrades or add-on features to key stakeholders

EDUCATION

Master of Business Administration (MBA)

California State University

Bachelor of Arts (BA) in Mass Communication

Auburn University