



CREATIVE & MARKETING DIRECTOR | BRAND STRATEGIST | PRODUCER

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PROFESSIONAL SUMMARY

Creative and marketing leader with 15+ years of experience across emerging technology, fintech, blockchain, gaming, decentralized systems, SaaS, and internet-native culture. Translates complex, early-stage products into culturally legible brands through narrative development, market positioning, launch strategy, campaign concepts, social-native creative, and scalable generative workflows.

CORE SYSTEMS

Creative Direction | Brand Strategy & Narrative | Community Development | Campaign Development | Launch Strategy | Product Storytelling | Market Positioning | Content Marketing & Inbound | Growth Marketing | Social Content Strategy | Video & Media Production | Copywriting | User Experience | Technical Production | Generative AI Production

PROFESSIONAL EXPERIENCE

MOM

Apr 2025 - Aug 2026

Senior Creative

- Led creative and content work for blockchain and technology organizations across media strategy, social content, campaign development, video production, and copywriting.
- Wrote, produced, and edited 60+ videos during tenure.
- Developed campaign concepts and storyboards for Kraken, presented concepts to clients, and directed work through final delivery.
- Generated millions of cumulative views across produced content.
- Built production workflows combining AI-generated footage, original art, pixel animation, performed voice-overs, editing, and sound design.

Scrying Stone

Sep 2023 - Apr 2025

Creative Director

- Directed media production, brand storytelling, and campaigns for blockchain and technology clients.
- Managed a multidisciplinary creative team delivering social video campaigns and community programs.
- Led game design and production scheduling for a grant-funded project.
- Built generative AI production workflows for development and media production.

Stellar Development Foundation

Feb 2018 - Sep 2023

Director of Marketing (2019-2023); Director, Community (2018-2019)

- Created and led recurring developer onboarding programs, including the Stellar Community Fund and RPCiege, engaging 1,000+ developers; SCF distributed the equivalent of \$6 million in grant funding, paid in XLM.
- Grew Reddit from 105K to 212K, Twitter/X from 275K to 750K, and YouTube from 4K to 12.2K.
- Consolidated fragmented communication channels and established a consistent community voice across the ecosystem.
- Directed marketing campaigns, built lead-generation pipelines, managed budgets, established measurement systems, and led quarterly planning and performance analysis.
- Led a six-person team of three content marketing specialists and three designers responsible for blogs, podcasts, community forums, community support, and social media assets.
- Managed third-party vendors and developed documentation and community content supporting quarterly marketing goals.

Social Solutions

Sep 2016 - Feb 2018

Content Marketing Manager

- Developed and executed quarterly content marketing campaign strategy.
- Managed and planned an average of seven campaigns and the delivery of 24 content assets per quarter.
- Built inbound marketing funnels and lead-generation pipelines using HubSpot and Salesforce.
- Partnered directly with the VP of Marketing on organization-wide brand & growth strategy.

Roberts Creative Group

May 2011 - Sep 2016

Lead Strategist; Art Director; Designer/Developer

- Created campaigns and rebrands for clients across banking, manufacturing, state government, and small business.
- Built websites and content pipelines, developed campaign strategies, directed and edited video, and planned quarterly production goals.

EARLIER EXPERIENCE

Southern Theaters - Assistant Manager (2008-2011) | Walt Disney World, Disney Quest - Animation Academy Host (2007-2008)

EDUCATION / DISTINCTIONS

The University of Southern Mississippi - Bachelor of Fine Arts, Graphic Communications, 2011

Internationally exhibited artist; work shown through Christie's and Sotheby's | #NFTNYC 2021/2022 Speaker | HubSpot Inbound Certification

SELECTED TOOLS

Creative production: Photoshop, Premiere Pro, After Effects, Audition, Figma.

Current AI production: ChatGPT, Codex, Stable Diffusion, ElevenLabs, various generative video/image models.

Generative AI experience since 2020; GPT-3 and other large language models since 2021.