

ROBIN FREUNDT

CREATIVE DIRECTOR / STRATEGIST / WRITER / PRODUCER

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SENIOR

CREATIVE LEAD

BRAND / MEDIA / CULTURE

LINKEDIN.COM/IN/HEY-ROBIN / RWX.JP.NET

MAKING TECHNICAL, EARLY, OR STRANGE PRODUCTS CULTURALLY LEGIBLE.

Creative director, strategist, writer, and producer with 15+ years of experience across brand, campaigns, media production, social content, community, marketing, and design. Most of that work has involved products that are technical, early, or difficult to explain... from open-source fintech and frontier technology to digital art and gaming culture. Combines concept development and narrative with hands-on production, copywriting, visual communication, and the practical work required to get ideas made.

CORE STRENGTHS

CREATIVE DIRECTION / BRAND NARRATIVE / CAMPAIGN DEVELOPMENT / MEDIA PRODUCTION
SOCIAL CONTENT STRATEGY / COPYWRITING / PRODUCT STORYTELLING / COMMUNITY STRATEGY
ART DIRECTION / DESIGN / MARKETING / TECHNICAL PRODUCTION / GRAPHIC COMMUNICATION

01

PROFESSIONAL EXPERIENCE

Leadership roles spanning creative, marketing, community, and content for technology and mission-driven organizations.

APR 2025
PRESENT

Remote

MOM

Senior Creative Lead

- Build brands and develop campaigns for organizations working at the edge of technology.
- Lead work across media production, social content strategy, campaign development, and copywriting.
- Turn technical, unfamiliar, or early-stage ideas into stories and creative that broader audiences can understand and care about.
- Shape brand voice and campaign narratives for audiences that are often skeptical of conventional advertising.

FEB 2018
SEP 2023

STELLAR DEVELOPMENT FOUNDATION

Director of Marketing / Director, Community

- Served first as Director, Community and later as Director of Marketing for the Stellar ecosystem.
- Led work across brand, content, campaigns, community, and developer-facing communications for a global open-source network.
- Helped make a technical financial platform understandable to developers, partners, organizations, and the broader public.
- Worked across internal teams and the wider ecosystem on launches, education, messaging, and community programs.

SEP 2016
FEB 2018

SOCIAL SOLUTIONS

Content Marketing Manager

- Developed content marketing and lead-generation programs for a mission-driven software company.
- Created product stories and campaign content in collaboration with marketing, sales, product, and creative teams.
- Connected complex platform capabilities to the practical needs of customers and partner organizations.

PROFESSIONAL EXPERIENCE / CONTINUED

MAY 2011
SEP 2016**ROBERTS CREATIVE GROUP**

Lead Strategist / Art Director / Designer-Developer

- Progressed from Designer-Developer to Art Director and then Lead Strategist over five years.
- Created brand systems, integrated campaigns, digital experiences, presentations, copy, and client strategy.
- Connected concept, design, and production from early discovery through final delivery.
- Balanced creative direction with the practical requirements of schedules, revisions, client feedback, and production.

02

SELECTED WORK HISTORY - INDEPENDENT PRACTICE

Founder-led ventures and independent work across media production, digital art, emerging technology, and gaming culture.

MAY 2022
JUN 2026**SCRYING STONE**

Co-Founder & Creative Director

- Co-founded a multidisciplinary studio focused on media production, storytelling, and brand building.
- Directed work across video, design, social content, and creative strategy for emerging-technology clients.
- Developed creative approaches for products that were early, technical, or difficult to explain through conventional marketing.

SEP 2023
JUN 2026**SEALED.ART**

Co-Founder

- Co-founded an artist-first digital fine-art marketplace built for artists rather than speculators.
- Helped shape the product's positioning, brand voice, creative direction, and relationship with its artist community.

2016
PRESENT**RWX**

Artist, Writer & Creator

- Maintain an independent practice spanning digital art, writing, gaming content, and experiments in emerging media.
- Maintained and edited several independent publications and wrote for third-party publications.
- Produce and publish variety, meta-humor, and gaming videos for TikTok, Instagram, and YouTube; since 2016.

ONGOING

INDEPENDENT CREATIVE ADVISORY

Creative Strategy & Product Storytelling

- Advise web, gaming, fintech, and digital-marketplace projects on brand narrative, positioning, social strategy, and product storytelling.
- Support products and communities operating at the intersection of emerging technology, digital ownership, art, and internet culture.
- Digital artwork has been presented internationally, including through Christie's and Sotheby's.
- Speaker, NFT.NYC 2021&2022.

03

ADDITIONAL EXPERIENCE & EDUCATION

Earlier roles in live entertainment and operations, followed by formal training in graphic communication.

WALT DISNEY WORLD / DISNEYQUEST

MAY 2007 - JUL 2008

Animation Academy Host

Hosted interactive animation experiences for a high-volume guest audience, combining live presentation, drawing, visual storytelling, and entertainment operations.

SOUTHERN THEATERS

OCT 2008 - MAY 2011

Assistant Manager

Supported team, venue, and guest operations in a fast-paced theatrical environment.

EDUCATION**THE UNIVERSITY OF SOUTHERN MISSISSIPPI**

Bachelor of Fine Arts, Graphic Communications | 2011