

Zac Freundt

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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 creative strategy, narrative development, market positioning, launch strategy, creative briefs, advertising spend management and analytics, social-native media, and generative AI production workflows.

Professional experience

Creative Director

Scrying Stone | Austin, TX | September 2023 - Present

- Lead creative strategy and write creative briefs for blockchain and technology clients, directing media production, brand storytelling, and campaigns.
- Manage marketing strategy, audience research, ad tracking and placement, and social media.
- Manage a multidisciplinary creative team delivering social video campaigns and community programs, coordinating production to support client engagement goals.
- Lead game design and production scheduling for a grant-funded project, aligning creative development with timelines and available resources.
- Build generative AI production workflows for development, analytics, and media production, improving coordination across creative and technical processes.

Senior Creative Lead

MOM | Remote | April 2025 - August 2026

- Led creative strategy and wrote creative briefs for blockchain and technology organizations, guiding media strategy, social content, campaigns, video production, and copywriting.
- Wrote, produced, and edited 60+ videos during tenure, applying end-to-end production skills to expand content output.
- Developed campaign concepts and storyboards, presented concepts to clients, and directed work through final delivery.
- Generated millions of cumulative views across produced content through engaging campaigns and video storytelling.
- Built production workflows combining AI-generated footage, original art, pixel animation, performed voice-overs, editing, and sound design to streamline multimedia delivery.

Director of Marketing; Director of Community

Stellar Development Foundation | Remote | February 2018 - September 2023

- Managed web, advertising, social, conversion, attribution/sourcing, and funnel analytics, using performance findings to inform campaigns, quarterly planning, and commercial decisions.
- 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.
- Led creative strategy and wrote creative briefs; managed third-party vendors, documentation, and community content supporting quarterly marketing goals.
- Managed advertising spend, budgets, and ad placements; built lead-generation pipelines, measurement systems, and Webflow pages to support acquisition and conversion goals.
- Created and led recurring developer onboarding programs, including the Stellar Community Fund and RPCiege, engaging 1,000+ developers while distributing the equivalent of \$6 million in XLM grant funding through SCF.
- Grew Reddit from 105K to 212K and Twitter/X from 275K to 750K through community engagement and social media strategy.
- Consolidated fragmented communication channels and established a consistent community voice across the ecosystem, strengthening coordination and audience experience.

Professional experience / continued

Content Marketing Manager

Social Solutions | Austin, TX | September 2016 - February 2018

- Managed advertising spend and quarterly content campaigns; analyzed web, advertising, social, conversion, attribution/sourcing, and funnel data to inform marketing and commercial decisions.
- Managed and planned an average of seven campaigns and delivery of 24 content assets per quarter, coordinating production against recurring marketing priorities.
- Built inbound marketing funnels and lead-generation pipelines using HubSpot, Marketo, and Salesforce to support demand generation and sales alignment.
- Partnered directly with the VP of Marketing on organization-wide brand and growth strategy, translating priorities into coordinated content initiatives.
- Managed website and content updates through WordPress and HubSpot, maintaining digital experiences and supporting campaign execution.

Lead Strategist; Art Director; Designer/Developer

Roberts Creative Group | Laurel, MS | May 2011 - September 2016

- Created designs, campaigns, and rebrands for banking, manufacturing, state government, and small-business clients; managed analytics across all client accounts using web, advertising, social, conversion, attribution/sourcing, and funnel data to guide campaign and commercial decisions.
- Led creative strategy and wrote creative briefs; built WordPress sites and content pipelines, directed and edited video, and planned quarterly production for client campaigns.
- Directed a team of designers and developers to ensure output matched clients' needs and maintained brand standards.

Skills

Creative & production: Creative direction; art direction; brand strategy and narrative; market positioning; product storytelling; copywriting and copy editing; video and media production; video editing; generative AI production; technical production; user experience; web development.

Marketing & analytics: Digital, growth, B2B, and B2C marketing; campaign development; launch strategy; content marketing and inbound; social content strategy; digital advertising and media placement; advertising spend management; marketing analytics and decision support; conversion and funnel analysis; attribution and acquisition sources; lead generation; marketing automation; CRM and analytics systems management.

Leadership & sectors: Team leadership; community development; grant management; emerging technology; AI models; blockchain; gaming; SaaS.

Education

BFA, Graphic Communications

The University of Southern Mississippi | August 2006 - May 2011

Minor in Journalism and Technical Theatre