

ERIC FREELAND

Digital & Marketing
Executive

CONTACT

+1 703.350.1498
ejfreeland@gmail.com
www.ericfreeland.com

PROFESSIONAL SUMMARY

Strategy: Spearheaded innovative marketing, social, and digital strategies at major media companies

Platform Development: Provided strategic editorial leadership to launch content experiences on new and emerging platforms (web, mobile, and streaming television devices)

Client & Partner Relations: Managed strategic relationships with affiliate stations, production partners, distributors, and vendors

Leadership & Development: Managed million-dollar budgets and projects; strategic planning, tactical execution; results-focused leader and team player

Content Development: Produced and executive produced multiplatform content to support broadcast and digital/social first experiences

EDUCATION

B.A. Communications, Cum Laude
Wilkes University
Wilkes-Barre, PA

MEDIA EXPERIENCE

DETROIT PBS | VICE PRESIDENT, MARKETING AND DIGITAL

DETROIT, MI | SEPTEMBER 2021 – PRESENT

Led and implemented marketing and digital strategies for Detroit PBS and 90.9 WRCJ FM, focused on growing audience engagement and membership. Manage a multidisciplinary team spanning brand management, marketing, digital strategy, communications, creative services, social media, and business intelligence.

- Spearheaded the rebrand from Detroit Public TV to Detroit PBS, overseeing audience research, brand strategy, and full-scale implementation
- Reorganized the department and secured approval to hire 10 new staff, expanding capabilities in content distribution and marketing
- Streamlined systems and workflows to enhance marketing and digital operations across the organization
- Designed and executed a marketing technology strategy that increased new membership revenue by 7.5%, more than doubling the 3% target
- Directed the full redesign of wrcjfm.org, driving a 32% increase in streaming.
- Launched a new email marketing strategy that improved open rates by 23%
- Lead crisis communications on federal funding cuts for Detroit PBS

PBS | SENIOR DIRECTOR, MULTIPLATFORM CONTENT AND VIDEO STRATEGY

ARLINGTON, VA | SEPTEMBER 2008 – OCTOBER 2019

Directed the team responsible for content development, distribution, and marketing across PBS.org, program websites, streaming platforms, social media, and email marketing.

- Managing Editor of pbs.org and related properties
- Provided strategic editorial and product leadership to launch PBS' streaming video service
- Successfully introduced PBS Passport on-demand streaming service for station members, generating \$35M in revenue for stations in 2019
- Developed strategies for brand-defining PBS programs such as Ken Burns documentaries, BBC co-productions, Frontline, NOVA, Nature, Downton Abbey, Sherlock, and The Great American Read
- Directed the development of genre-based digital content verticals, including Arts, Culture, Independent Film, Veterans, and Food
- Created digital campaigns to expand social media audiences to 18 million followers
- Oversaw the transformation of pbs.org through the implementation of a new content management system, resulting in \$2M annual savings in website costs
- Established ongoing partnerships for the acquisition and distribution of digital content, increasing digital sponsorship opportunities

Proven track record of leadership, prior roles: Director, Digital Video and Sr. Manager, Digital Video Content

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AWARDS & RECOGNITION

DETROIT PBS

- 2023: Michigan Association of Broadcasters – Station Excellence Finalist
- 2024: NATAS Emmy Nominee for Branded Content

PBS VIDEO

- 2017: Webby People's Voice Award Website
- 2016: Webby Honoree Media Streaming
- 2014: Webby Nominee Media Streaming
- 2014: Webby Nominee Best Practices
- 2013: Webby Honoree Best User Experience
- 2013: Webby Honoree Media Streaming
- 2012: Webby/Honoree Entertainment (Tablet & All Devices)

PBS ONLINE FILM FESTIVAL

- 2016: Webby Honoree Variety Channel
- 2015: Webby Nominee Variety Channel

THE VIETNAM WAR, A FILM BY KEN BURNS AND LYNN NOVICK

- 2018: Webby Honoree Digital Campaign

THE GREAT AMERICAN READ

- 2018: Webby Honoree Digital Campaign

PBS.ORG

- 2011: Webby People's Voice Award - Charitable Organization

THE ASSOCIATED PRESS | SUPERVISING PRODUCER

WASHINGTON, DC | DECEMBER 2005 – AUGUST 2008

Managed the editorial strategy and daily production of news videos for The Associated Press' award- winning online video service.

- Worked across teams to launch the Online Video Network
- Integrated online video content into the AP's global news offerings
- Generated year-over-year video stream growth
- Established network of contacts at television stations nationwide to obtain video footage

WJLA TV | EXECUTIVE PRODUCER

WASHINGTON, DC | MARCH 1998 – NOVEMBER 2005

Played an instrumental role in the merger of WJLA- TV (ABC) and its cable news partner, News Channel 8; primary focus included oversight of weekend news operations and producing high profile newscasts and special productions.

- Trained staff and managed the transition into a new broadcast facility featuring new equipment and cutting-edge technology
- Created new systems/workflows so the two stations could increase efficiency
- Made editorial decisions that positioned newscasts as some of the most watched in the market.
- Lead producer for major news stories – 9/11 Attacks, DC Sniper Shootings, and DC Anthrax Attacks

Proven track record of growth, prior roles: Newscast Producer, Sr. Producer, and Special Projects Producer

OTHER PROFESSIONAL EXPERIENCE

BEDROCK DETROIT | DIRECTOR, MARKETING/SOCIAL MEDIA

DETROIT, MI | APRIL 2020 – AUGUST 2021

Leader of Detroit's leading real estate developer's social media marketing team, role involved developing content and social marketing strategies for various sectors including commercial and residential leasing, hospitality services, small business tenant support, and downtown activations.

- Developed and executed Bedrock's comprehensive social media strategy.
- Editorial lead overseeing content strategists, creators, and analysts
- Created process/workflow systems to enhance collaboration across teams.
- Managed budgets for content production and social media advertising.
- Launched social media initiatives to assist small business tenants during COVID-19 shutdowns and limited operations
- Implemented social media influencer strategies to support key initiatives
- Led the social marketing efforts for downtown activations such as a pop-up drive-in movie theater and outdoor roller rink