



I am a passion-driven marketer, creative strategist, and project management professional with proven success in client, agency, and startup environments. My interest in technology and interactive media combined with my business development skills allow me to deliver content-driven solutions that engage and immerse audiences by triggering meaningful interaction.

HIGHLIGHTS

Successfully evangelized, educated, and inspired a diverse group of businesses to embrace interactive media and establish industry-leading web video strategies.

wondrousstories LLC

Raised the profile of this independent entertainment company by identifying, negotiating, and securing strategic partnership with major national media outlet which resulted in an ROI of 600% in media exposure in first six months.

Eagle Rock Entertainment

Unified all marketing efforts across five divisions. Efforts resulted in a 50% reduction in marketing expenses and a 45% decrease in creative and production costs. Received Winstar National Leadership Award.

Winstar Communications

Leveraged internal and external corporate assets allowing for the rollout of an innovative and industry-leading marketing initiative with national media partners that resulted in a 35% market share and 50% increase in billing.

PolyGram Video

Conceived, managed, and implemented award-winning acquisition and retention campaigns which helped the regional sports network recognize an 850% gain in subscribers over a two-year period.

Cablevision

CHRONOLOGY

Founder

wondrousstories, Boston, MA

VP of Marketing and Product Development

Eagle Rock Entertainment, New York, NY

Digital Marketing Consultant

New York, NY

VP of Marketing and Creative Services

Winstar Communications, New York, NY

Senior Director Marketing & Creative

PolyGram, New York, NY

Product Manager

Cablevision, Boston, MA

Account Executive

Cabot Advertising, Boston, MA

PAUL FREEHAUF

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RECOMMENDATIONS

“Paul brings not only technical expertise and commitment to any project, but an in-depth understanding of strategic marketing in this web-driven market.” **Dominique Sampson, VP Marketing, The Green Company**

“Paul combines deep analytic skills with an ability to translate careful research into effective creative. He is clear-thinking, inquisitive, strategic and productive. He creates big-company impact on a small-company budget. He is self-motivated, accountable and a strong team member. It was a genuine pleasure to work with him.”

Al Cattabiani, President, Winstar TV & Video

“Our division was one of the most dynamic growth engines in the corporation. Paul's creative vision and drive not only allowed us to define a distinctive style and look across this broad programming spectrum, but we were also able to establish a leadership role in marketing despite being smaller than our studio counterparts. I have worked with numerous creative executives over my 25 year career in music, film and content, and I believe that Paul is the most visually gifted individual I know.” **Bill Sondheim, President, PolyGram Video**