Maxwell J. Freeman

Indianapolis, IN
maxwellisafreeman@gmail.com | linkedin.com/in/max-freeman-66867577

EDUCATION

Indiana University, Bloomington, IN May 2018
Bachelor of Science in Informatics (Focus: Data Analysis)
Bachelor of Arts in East Asian Languages & Culture (Focus: China)

DIGITAL MARKETING & DATA ANALYTICS SKILLS

Paid Media & Analytics: Google Ads, Meta Ads, YouTube Ads, CTV, Paid Search, Paid Social, Display; ROI analysis, A/B testing, Tableau dashboards, SEO, AEO
Marketing & CRM: HubSpot (email & automation), SharePoint, Wrike project mgmt., Atlassian Suite (JIRA)
Technical & Software: HTML, SQL, Python; Microsoft Office, Adobe Creative Suite, AI Prompt Generation & Policy

WORK EXPERIENCE

Indianapolis Indians, Indianapolis, IN Aug. 2021-Sep. 2026
Director of Marketing Jan. 2025-Sep. 2026

- Direct annual paid media strategy across broadcast TV, CTV, audio, paid search, paid social, display, YouTube and OOH; managed ~$1M budget focused on ticket sales, revenue growth and ROI.
- Implemented AI tools to improve staff efficiency and established company-wide AI policy.
- Led and developed a team of three marketing professionals, overseeing campaign planning, prioritization, execution and professional growth across digital and promotional channels.
- Planned and executed the organization's first brand and logo refresh in 40+ years, culminating in a multi-channel launch in September 2025.
- Launched the organization's first SMS program, acquiring 10,000+ subscribers in six months and generating $50K+ in incremental revenue.

Sr. Digital Marketing Manager Jan. 2024-Dec. 2024

- Oversaw integrated marketing campaigns supporting ticketing, promotions, corporate sales and community initiatives; compiled and presented annual marketing recaps and forward-looking plans to the Board of Directors and Executive Management.
- Managed IndyIndians.com, SEO, email marketing and chatbot experience, driving $250K+ in direct email-attributed revenue.

Digital Marketing Manager Aug. 2021-Dec. 2023

- Created and launched "Hot Dog of the Homestand" promotion, generating $75K+ over three seasons and contributing to sponsor renewal.
- Built automated workflows in HubSpot and Power Automate to improve lead generation and fan retention.
- Delivered performance reporting through recurring analytics briefings called the "Pulse of the Homestand" to support data-informed decision-making.
- Developed and launched the Indians' Employee Portal, used daily by 70 full-time staff members and generating 10K+ lifetime views.

Epsilon, Chicago, IL *Media Analyst, Analytics Operations* Jun. 2018-Jul. 2021

- Led 100+ media performance investigations across client campaigns, analyzing data to identify optimization opportunities and inform strategic budget allocation decisions.
- Presented A/B testing results and performance insights to senior leadership.
- Created Tableau dashboards to enhance model insights and automated media performance tools to improve operational efficiency.
- Extended internal split-testing tools to Decision Science team to support company-wide optimization initiatives.

LEADERSHIP

Junior Achievement | Best & Brightest Finalist - 2026 - Nominated by the Indians and recognized as one of Indiana's emerging business leaders.

Jewish Community Center | Board Member & Marketing Committee Chair - Serve on the Board of Directors and chair its Marketing Committee. As the youngest board member in JCC history, bring marketing experience and perspective to advance its mission and community impact.