

# emerging leaders program

League  
of American  
Orchestras



*Photo Credit: David Kim*

## Robin Freeman

Director of Public Relations  
San Francisco Symphony  
San Francisco, California

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Robin Freeman joined the San Francisco Symphony as Director of Public Relations in 2016. An effective strategic thinker and communicator, she has spent more than 15 years managing communications, social and digital media, public affairs, and artistic operations for performing arts organizations on the East and West Coasts of the United States. In her role at the San Francisco Symphony, Ms. Freeman oversees all media and public relations strategy and execution, leading comprehensive campaigns to strengthen the global visibility and reputation of the Orchestra. Working closely with executive and artistic leadership, musicians, and board members, she identifies areas of opportunity, creates powerful messaging, and drives compelling storytelling to support near and long-term organizational goals. Ms. Freeman also serves as producer for the San Francisco Symphony's promotional and short form documentary video content, oversees the Symphony podcast program, and works closely with the social and digital media staff to strengthen engagement across all channels.

Before joining the San Francisco Symphony, Ms. Freeman was Associate Director of Communications at Sonoma State University's Green Music Center, managing internal and external communications for three venues presenting 52 weeks of programming spanning classical, jazz, pop, and world music. She also spent 7 seasons as Communications Manager with San Francisco Opera, was Director of Public Affairs for the Charleston Symphony Orchestra in South Carolina, worked for 3 seasons in artistic programming and concert production at New York's Carnegie Hall, was Assistant Orchestra Manager of the Boston Symphony Orchestra's Tanglewood Music Center Orchestra, and was Marketing and Public Relations Assistant for Chicago Opera Theater.

A Boston native and lifelong musician, Ms. Freeman holds a Bachelor of Music Degree in Music Performance from Wheaton College Conservatory of Music. When she's not attending live music performances throughout the Bay Area with her husband John, Ms. Freeman enjoys cooking and growing food in her garden in Oakland, California.