



MAX CULLEN

Producer | Videographer | Editor

ABOUT ME

Since 2015, I have shifted from being a solo video creator running a full-service video production company, to the creative producer of a boutique video agency, to the head of marketing initiatives for a non-profit organization. All along my path, I have focused on the core passion that drives my work - to inspire understanding, action and change through effective storytelling. Storytelling that's based on compelling creative content, strategic thinking, collaboration and effective implementation.

CONTACT ME

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COMMUNITY INVOLVEMENT

Board President, 2021 - Present

OUT at the Movies International
LGBTQIA+ Film Festival

Planning Committee, 2021-Present

Arts in Community Day
Leadership Winston-Salem

Board Member, 2020 - 2021

OUT at the Movies International
LGBTQIA+ Film Festival

Flagship Class of 2021

Leadership Winston-Salem

CURRENT POSITION

CREATIVE CENTER OF NORTH CAROLINA

July 2021-
Present

Director of Marketing & Communications

Oversee all marketing initiatives for this 501(c)(3) non-profit organization, including the creative development and execution of all phases of production of our video storytelling series; strategic planning, creative development and execution of our multi-channel social media, print/collateral material, interactive exhibit design and press outreach.

PRIOR EXPERIENCE

SHIFT CREATIVE AGENCY

February 2019 -
July 2021

Creative Producer

- Managed production planning and execution for multiple projects at a given time, acted as primary client liaison for the agency and managed budget development, concept creation, script writing, art direction, story boarding, logistics planning and resource management
- Planned and coordinated procurement of locations, crew, equipment, talent and managed lighting, sound and filmography components
- Served as lead in-house editor overseeing post-production process
- Acted as the sole producer, videographer and editor on selected shoots

January 2018 -
February 2019

Associate Producer, In-House Videographer, and Editor

- Served as editor on a variety of projects, including docu-style storytelling, social content, and corporate communications
- Acted as the sole producer and videographer on multi-piece social media campaigns
- Coordinated production for multiple projects at a given time
- Developed pre-production research, scripts, and storyboards and coordinated shoot logistics and crew

MAXWELL CULLEN MEDIA

August 2015 -
January 2018

Founder and Principal Video Creator

- Operated as a fully independent video production company
- Performed comprehensive services for clients as a solo-operator, including development of creative concepts and budgets, pre-production planning of crew, equipment, set and talent acquisition, shooting, editing and motion graphics creation, post production and final execution for multiple channels
- Worked directly with small business/corporate clients, as well as in collaboration with marketing agencies

EDUCATION

May 2015

UNC CHAPEL HILL

BA, Communication Studies (Film and Media Production)

May 2011

UNC SCHOOL OF THE ARTS

High School Academic Program (School of Dramatic Arts)

SKILLS

Software

Adobe Premiere Pro, After Effects, Audition, InDesign, Illustrator, Photoshop, MS Word, MS PowerPoint, MS Excel, Full Google Suite

Hard

DSLR and digital cinema camera systems, video editing, motion graphics editing, audio production and editing, video file management, studio equipment management, production budgeting, studio and field gripping and gaffing

Soft

Team collaboration and leadership, self-initiated and motivated, works efficiently and creatively in a solo-creator position, client management, timeline and resource management, vendor sourcing