

MAXWELL HARBERG

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Education

The University of Texas at Austin	MA, Advertising – Moody College of Communication BS, Advertising – Moody College of Communication Business Minor, Arts Management and Administration Minor	May 2022 (Expected) May 2020
Wofford Denius UTLA Program	Music Industry Student – Los Angeles, California	Summer 2019

Experience

Offbeat Media Group

Social Strategist

- Connect all campaigns, activations and creative concepts to pertinent industry insights and strategies
- Monitor industry trends and culture to develop a deep understanding of the ever-evolving social advertising space

August 2021 – Present
Austin, TX; Atlanta, GA

Production Coordinator Intern

- Assist Production Manager in producing and promoting Offbeat Media’s Social Show, “Excuse Me, What?”
- Run point on production, coordination, and scriptwriting for Offbeat Media and Jelly Smack’s Social Show, “Bussin’ Eats”

May 2021 – August 2021
Austin, TX; Atlanta, GA

Texas Creative – Copywriter & Art Director

- A selective program that mimics agency life through collaboration, big idea thinking, and professional critique
- Design, write and develop 360-degree advertising campaigns across multiple mediums: print, digital, experiential

January 2021 – Present
Austin, TX

Texas Immersive – Experiential Designer

- A selective program that mimics the life of an experiential designer through collaboration and new-tech development
- Research, design, and develop immersive experiences cross-platform through AR/VR tech

January 2021 – Present
Austin, TX

Texas Advertising & Public Relations Publication – Class Lead

- Manages all teams for the TXADPR Publication (Original Content, Content Management, Data Analytics)

August 2021 – Present
Austin, TX

Buzznog – Immersive Adviser, Investor

- Advises company on opportunities to incorporate immersive tech into live events

June 2020 – Present
Austin, TX

C3 Presents

Production Intern

- Worked with production/festival management team to make necessary changes to all events due to COVID-19
- Advanced, designed, and implemented production elements for 2020 NFL Draft, Bonnaroo, Lollapalooza, and Innings Fest.

Jan 2020 – May 2020
Austin, TX

Festival Marketing Intern; Intern Show Lead

- Lead Fall Intern Show (benefited Austin Music Foundation); oversaw all booking, promotion, production, and sponsorships
- Worked onsite with media at ACL Fest. 2019 and managed Press Lounge at Voodoo Fest. 2019 in New Orleans
- Maintained organization of all media buys and deals per ongoing C3 events

Sept 2019 – Dec 2019
Austin TX; New Orleans, LA

C3 Management – Management Intern

- Worked on two artist tours: planned concert logistics, organized expense reports, and created performance riders
- Assisted managers with internal affairs coinciding with an album release by creating a promotional immersive pop-up

May 2019 – Aug 2019
Los Angeles, CA

Academic Projects

Client–LOOK Theaters	Served as an advertising consultant for Dallas based Dine-in movie theater startup company	January 2021 - Present
Client–Outdoor Voices	Created a 360-degree marketing campaign based on pertinent persuasive insights	Spring 2021
Client– H-E-B	Served as Vice President of our class agency as we created a 360-degree marketing plan	Fall 2019

Leadership

Advertising Graduate Council – Incoming President

- Oversee all aspects of the Master’s in Advertising Program at the University of Texas

August 2021– Present
Austin, TX

Texas Interfraternity Council – President

- Oversaw 2,500+ collegiate men, the IFC Executive Board, and the IFC Cabinet; elected by the 24–chapter presidents
- Liaison between IFC, UT, alumni, and the national fraternities (attended meetings and conferences)
- Created the first annual University of Texas Presidents Conference for the presidents of all Texas IFC Chapters
- Executive producer for “Texas IFC’s Roundup 2019” – a 12,000+ attendee, 24–event, weekend-long music festival

2019

Texas Interfraternity Council – Executive Vice President of Communication

- Created a compilation social calendar, led PR/Media Cabinet and reformatted the website
- Created the media campaign for IFC’s Annual Roundup event, which reached 65,000,000 people

2018

Additional Training and Certifications

Software Certifications: Digital Marketing (Google Garage), Adobe Suite (LinkedIn Learning) Google Analytics (Google Analytics Academy)

Advertising Specific Proficiencies: Mintel Reports, SWOT Analysis, SRDS, Twitter, Facebook, Instagram, Snapchat, TikTok, Google Platforms

Misc. Software Training: Final Cut Pro, Microsoft Office Applications, Mail Chimp, Salesforce, Songkick, Bandsintown, MyFestAdvance (C3)