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PROFILE

A twenty-five-year-old with over 2 years' experience in a digital agency and 10 years' experience in: writing, customer service, sales, and management.

Since 2014 I have been working in advertising, mainly in the digital and social realms with a strong focus towards copywriting and creative work.

I love figuring out how to most effectively communicate with people, stemming from a fascination with the English language. As a result, I have been a highly regarded employee and leader within every organization that I have worked for.

My experiences range from: account management, copywriting, and strategy work; to managing employees twice my age. I have a plethora of situational experiences to draw from when addressing different challenges. A strong focus and commitment to understanding my work environment has ensured continual high performance in the workplace.

When I'm not at work, I'm searching for the idea that will lead to my next stupid website and/or side-business (there have been a few).

I like interesting: people, opportunities, and ideas. I hope you do too.

CURRENT ROLES

Present Company (2014 - Present)

Social Creative (Advertising - Sydney)

- Began work at Present Company as a Community Manager before being promoted to my current role of Social Creative in mid-2016.

- My current role leads me to focus mainly on responding to the creative aspects of: new business, campaign briefs and pitches.

- I have significant experience in social content production across multiple mediums, including: briefing our design and photography studio, storyboarding, copywriting, and editing: social posts, articles and blogs.

- Experience in both working on and presenting in successful pitches for major clients (willing to provide more details upon request).

- Multiple executions of covering major live events on social media including: the ARIA Awards, AACTA Awards, and the International Champions Cup

- Vast community management experience, with a focus on fostering active and engaged online communities through relatable discussion and proactive moderation.
- Strong focus on not just maintaining but improving upon client-agency relationships, to build the trust and respect that is sometimes required to get the best ideas across the line.
- Reporting on both always-on social media performance and campaign performance.
- Broader agency experiences garnered include: account management, strategy, and planning.

Freelance Copywriter (2013 - Present)

Copywriter (Media and Careers - Sydney)

- Writing copy to efficiently portray the brand and objectives of numerous companies.
- Writing in multiple styles including: banner copy, blogs, articles, website content, and social media content.
- Using a range of social media avenues to promote page views, sales, and interactions.

PROJECTS

Make Sydney Late Again (2016 - Present)

Protest via Novelty Hat (www.makesydneylateagain.com)

It all started when...The Premier of NSW, Mike Baird, and his reactionary lockout laws crippled Sydney's: nightlife, artistic spaces, and credibility.

I'm always looking for a terrible punch line, and adapting Donald Trump's campaign slogan of 'Make America Great Again' made too much sense.

So, www.makesydneylateagain.com was born.

Launched in October 2016, Make Sydney Late Again has been featured in: [Pedestrian TV](#), [Mashable](#), and [Techly](#).

I've also made a bit of money out of it, with over 350 hats sold and more on the way.

Break You Up (2015 - 2016)

Outsource Life's Awkward Moments (www.breakuup.com now closed)

Simply put, Break You Up was a website that offered writing as a service. Whether you wanted a break-up text constructed, a social media post drafted or an insulting haiku to prank your friend. If you briefed it, I would write it.

Whilst Break You Up never made me enough money to retire at 24 (if only), it did land me on primetime Australian breakfast television.

It was the first personal project that proved anything is possible online; for that reason it holds a very special place in my heart.

It also resulted in articles from the following publications:

- [The Daily Telegraph](#)
- [Yahoo Makers \(their global start-up and entrepreneurship page\).](#)

Break You Up was closed in December 2016.

PREVIOUS ROLES

Year 13

Copywriting, Content Creation and Campaign Strategy 2013 - 2016

Citizen Media Group

Editor and Copywriter 2013 - 2015

Dan Murphy's

Sales and Customer Service 2011 - 2014

ACT Rugby Union Club

Upmarket Bar and Dining Service 2010 - 2011

Australian National University Security

Security Patrols and Student Support 2011

Cuisine Courier/ Mr. Delivery

Management, Customer Service, Administration, Sales 2006 - 2010

QUALIFICATIONS & PROFESSIONAL DEVELOPMENT

2014 ADMA Creative School (Worked out of Ogilvy, R/GA, & Wunderman)

2014 ADMA Copywriting Essentials Course Completed

2011 Australian National University, Canberra
Bachelor of Finance/Bachelor of Economics (Partially completed)

2009 SHORE School, Sydney
HSC, ATAR: 95.45

DEFINING ATTRIBUTES

Able to quickly think on my feet and adapt to different situations, these are tools that have helped forge a successful career in advertising. When you focus on actually listening to people, the results can be incredible.

Technologically savvy and with a strong administrative experience, I have experience working on numerous platforms for customer engagement and business administration. Proficient in both Microsoft and Apple software suites, as well as social tools such as: Hootsuite, Brandwatch, Facebook and Twitter analytics.

Strong leadership has been shown throughout my career. From running responses to campaign briefs; to leading a team of 10 delivery drivers at the age of 16, I'm willing to take on any challenge.

My ability to effectively communicate and collaborate with fellow employees has built a platform for continued success within business. I've been lucky enough to work with some incredibly talented people and I'm always looking for ways to highlight both their talents and mine.

A streak of creativity and entrepreneurial spirit has served me well throughout my life. If there's an idea to be made, a retainer to be increased, or a side-business to start – I'll pursue it.

I am digitally alert and understand that transformation through digital technology is impacting almost every industry sector. I seek to be on top of these trends and proactively promote them internally for the benefit of the organisation, its customers, and suppliers.

Referees & Portfolio

Available upon request.