

MAXWELL GOLD

Art Director/Creative

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EDUCATION

BFA, Visual Communications
University of Delaware

2014-2019

EXPERIENCE

Senior Art Director
21Grams, NYC, NY

2023-Present

Creative Concept Development and Brand Strategy for a Range of Medical Brands. Specialized in developing comprehensive 360 campaigns that integrate AI capabilities, digital and print media with a unique outlook. Some of our notable clients include Hemlibra, Nexplanon, AviClear, Treace, and the American Cancer Society.

Art Director
*Red Tettemer O'Connell + Partners
Philadelphia, PA*

2022-2023

Experience creating campaigns for a range of clients such as Dietz & Watson, Monkey Shoulder, Flor De Cana, Black + Decker, and Insomnia Cookies. I work collaboratively to produce 360 content for all platforms.

Associate Art Director
*Red Tettemer O'Connell + Partners
Philadelphia, Pa*

2021-2022

Building primarily social campaigns for brands such as Dietz and Watson, Black + Decker, Balvenie, Craftsman, Nasoya, and Just Play.

95 Gold Creative
95Gold, Philadelphia, PA

2020-2021

Revitalizing Music Artists, Festivals, Nonprofits, and Wealth-Building Startups.

Junior Art Director
Tierney, Philadelphia, PA

2019-2020

Creating Digital and Print Content for TD Bank and Comcast. Worked on several notable projects for Comcast and TD Bank.

ABOUT

Max, a creative individual, exhibits passion, drive, and determination in his work. He harnesses his intricate perspectives and innovative energy to execute distinct concepts and thoroughly analyze their impact on the audience.

SKILLS

Concepting

Adobe Suite

Creative Thinking

Ideation

Graphic Design

Critical Thinking

Video Editing

Leadership

Photography

AI Generation

HTML/CSS

Animation

LEADERSHIP

Birthright Fellow
Tel Aviv, Israel

Israel Fellow Birthright Israel Washington, DC Lead, mentor, and educate 45-50 students during multiple 10 day trips to Israel.

VC UK Study Abroad
London, UK

Advertising Externship Experience and spec works at creative agencies including Mother, Saatchi + Saatchi, and Pentagram.

Senior Divison Leader
Camp Saginaw, PA