



MAXIM HUSSEY

**Telling powerful
stories in the
United States.**

View my interactive resume and
portfolio at maximhussey.com

Experience

2024-25

Digital Manager

Department of Foreign Affairs and Trade, Washington DC

I am currently working for the Department of Foreign Affairs and Trade in Washington DC as the post's digital manager.

In this role I work directly with Ambassador Kevin Rudd and the StratComms team to manage the digital presence of the Embassy and the Ambassador on multiple platforms.

In addition to creating photo and video content, I also create graphics and physical collateral for the Embassy to promote Australia in the US, write scripts and quotes for media releases, and monitor traditional and new media sources for relevant news and stories around Australia.

2023-24

Media Advisor

The Office of Mick de Brenni - Queensland Minister of Energy and Clean Economy Jobs

I worked for Queensland Minister of Energy Mick de Brenni as part of his media team. In my role, I was responsible for the day-to-day management of the Minister's online presence across a variety of channels.

I created and posted social media content, including graphics, photos, and videos, as well as copy based on media statements and Ministerial Statements. I shot and edited all of the content myself on tight deadlines.

I was also responsible for creating a channel strategy and forward plan for the next 18 months to better engage with internal and external stakeholders and promote key projects and successes within the department.

Additionally, I was the main contributor to the Minister's digital campaign, running paid ads across several channels. I created, targeted, and launched a campaign each week based on themes set by the Minister.

2022

Marketing Assistant

Australian Labor Party

During the 2022 Federal Election Campaign, I worked on Peter Cossar's election campaign, creating digital ad campaigns in the electorate of Ryan for the Australian Labor Party, targeting specific locations and demographics and serving them relevant content designed to resonate and drive votes on polling day.

The video and visual content campaign that I created featured politicians Penny Wong and Tanya Plibersek and reached 50% of potential voters in the electorate, with over 100,000 impressions over the course of a 2 week period.

Experience cont.

2022-23

Marketing Assistant

Cater Care

At Cater Care I was responsible for the day to day running of Cater Care's Resident Engagement programs - connecting with our residents through events and gifts that surprise and delight.

I implemented our themed event program, designing unique and scalable kits for our aged care, education and remote sites to use to create memorable dining experiences.

I was the lead strategist developing a revamped customer survey process for over 100 sites nation-wide - these surveys are designed to be easy for sites to implement and lead to real improvements for our staff and residents on site.

I was responsible for our resident gifting program, ordering thousands of gifts each quarter for urban and remote residents, liaising with producers around Australia and internationally to ensure smooth production and delivery to more than 9,000 residents.

2021

Marketing Manager

FIXARIM Group

During 2021 I took on the role of Marketing Manager for the FIXARIM Group and their sub-brands. I was responsible for the day to day operations of Fixarim social communication channels, as well as the production and distribution of long-form video and graphic content for online.

Content I created was seen by more than 100,000 users each month, a 10-fold increase since my tenure began. As Marketing Manager I oversaw the creation of the company's first ever TVC, which I wrote, shot, edited and directed, as well as GoogleAds and Facebook Promoted Posts which formed part of an overarching brand campaign.

2020

News Reporter

4ZZZ Radio

I was a member of the 4ZZZ Zedlines team, responsible for creating short news content and packages relating to important events happening in within the local community and more broadly in the nation as a whole.

During my time completing the program I advanced my skills in writing, news gathering and audio production, as well as working under pressure during our state election coverage. I have created content that covers the topics of Indigenous wage theft, slavery in Australia's past and the cult surrounding the anti-vaxxer community.

Education

QUT

Bachelor of Business
(Marketing) Bachelor of
Communication

I studied a bachelor of business at the Queensland University of Technology, majoring in marketing and communications. My studies helped me develop business skills and be able to think creatively and critically, communicate professionally, make ethical business decisions and work in a global context. I have completed units on a variety of topics including data analysis, understanding audiences, global business and law and ethics.

Awards

Australian Cinematographers Society Silver Award (2024)

I was awarded a silver prize for my video work with Minister Mick de Brenni in the category of Corporate, Branded Content, Education and Events.

Purple Cow Award - QUT

My team was awarded the Purple Cow Award as part of a QUT event where teams had to create and implement a branding and product strategy. Our brand was the market leader in our category and the best performing business overall.

Australian Cinematographers Society Bronze Award (2022)

A TV commercial I wrote, shot and edited for the FIXARIM Group received a bronze award in the Northern Territory ACS Awards. The commercial was judged by a panel of esteemed industry professionals against a selection of excellent work.

Australian Cinematographers Society National Gold Award (2018)

A short promotional video I created and shot was recognised with a Gold Award at the national ACS finals.

References

The Hon. Kevin Rudd AC

On request

Andrew Churchill

APAC Regional Director
0472 645 871

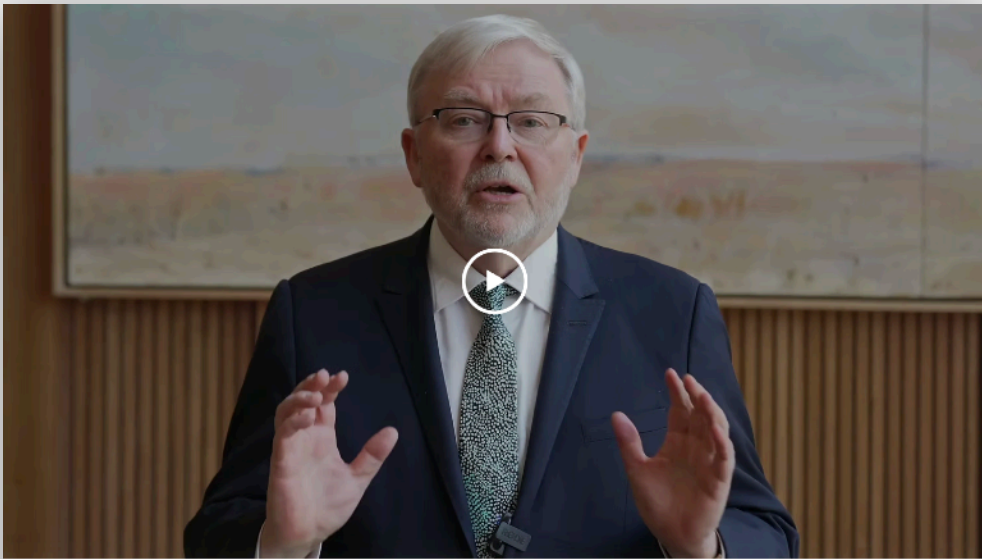
Ian Gerard

Director of Strategic Communications
On Request

Skillset

- Photography & Editing
- Video Production
- Audio Production
- Google AdWords
- Facebook Business Tools
- Social Media Advertising
- Social Media Management
- Writing & Copy
- Media Monitoring
- Media Engagement

View my Portfolio



WE'RE JUST GETTING STARTED

Marketing Campaign

With the incoming Trump Administration signalling a priority shift for international engagement, Australia needed a campaign to demonstrate the value our nation provides to the United States of America. I was tasked with creating a campaign to do so, and created multiple pieces of content under the banner - we're just getting started.

To see content I've created, campaigns I've run and more,
visit my interactive portfolio at

maximhussey.com



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I'd love to hear from you. If you've got any questions about my experience or want to talk more, give me a call or shoot me an email at any time.