



MAXIM HUSSEY

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chance to make
a difference.

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portfolio at maximhussey.com

Experience

2023-2024

Media Advisor

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

I am currently working for Queensland Minister of Energy Mick de Brenni as part of his media team. In my role I am responsible for the day to day running of the Minister's online presence across a variety of channels.

I create and post social media content, including graphics, photos and videos, as well as copy based on media statements and Ministerial Statements. I shoot and edit all of the content myself on tight deadlines.

I am 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.

I am also the main contributor to the Minister's digital campaign, running paid ads across a number of channels. I create, target and launch a campaign each week on a theme set by the Minister.

I have also written speeches, Ministerial Statements, Dicers and Media Releases for the Minister, and engaged with journalists to publish positive stories around our portfolio.

2022-2023

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.

Additionally I created video content for Cater Care's internal and external social media channels.

Experience cont.

2022

**Marketing
Assistant**

Australian Labor Party

During the 2022 Federal Election Campaign, I volunteered as part of Peter Cossar's election campaign and helped to create 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.

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 begun. 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. Examples of short-form packages that have aired are available [online](#).

Education

2020-2024

QUT

Bachelor of Business
(Marketing) Bachelor of
Communication
(Entertainment Industries)

I am currently enrolled at QUT as a second year business student studying marketing and communications. Over the last two years I have been given the opportunity to learn more about the profession as well as hone my skills through targeted assessment. I currently have a GPA of 6.0. This degree will help me develop business skills and be able to think creatively and critically, communicate professionally, make ethical business decisions and work in a global context. So far I have completed units on a variety of topics including data analysis, understanding audiences, global business and law and ethics.

2015-19

**Indooroopilly
State High
School**

I completed my high school education at Indooroopilly in Brisbane. The relaxed nature and my selection of subjects allowed me to achieve my best in all of my classes and excel, both in curricular and extra-curricular activities. During my time at Indooroopilly, I received academic honours five times, and Dux prizes for History and Music, as well as an Excellence award for significant contribution to the school. In 2019, I graduated with an Overall Position of 3, equivalent to an ATAR 97.0, within the top 10% of the state, and Very High Achievements in all of my ranked subjects.

2019

**School
Captain**

Indooroopilly SHS

During my final year of study at Indooroopilly my teachers and peers elected me school captain. Over the course of the year I collaborated with the admin team and local sitting members of Parliament to enact changes within the school community, represented the school at events, and spoke weekly on Assemblies. During this time I learned a great deal about leadership, planning, and how to effectively work in a team. I hope to advance these skills in a new workplace.

Awards

Purple Cow Award - QUTopian Market Day

My team was awarded the Purple Cow Award as part of QUTopian Market Day, an event where teams had to create and implement a branding and product strategy. Our brand, Dough-Eye'd, was the market leader in our category and the best performing business overall in all metrics surveyed (market share, turnover, profit). We were also awarded people's choice by popular vote as the best business overall.

Australian Cinematographers Society Bronze Award (2022)

In 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)

I have been honoured to accept a number of awards from the ACS relating to my short film and communications work, in both state and national finals. In 2018, a short promotional video I created and shot was recognised with a gold award at the national finals.

Rockfest - 2019 Queensland Champions

In my spare time I play electric guitar and sing lead vocals in a band called Vaguefun. In 2019, we were the winners of the Queensland round of Rockfest, where we took home first place in a battle between a selection of musicians from around the state. We have attracted an audience of over 50,000 listeners in 73 countries. Listen to Vaguefun [here](#)

Academic Honours (2015, 2016, 2017, 2018, 2019)

Each year at Indooroopilly State High I received academic honours in recognition of grades that had four A's or more out of six subjects studied.

History Dux (2018)

In 2018 I topped the grade in Ancient History, a subject that allowed me to showcase by love for writing and critical analysis of sources and perspectives.

Music Dux (2019)

In grade 12 I was top in my grade for music, which required an A+ in every section of the subject – performance, theory and musicology: the study of the art of music and how its meaning is created through specific compositional choices.

Excellence Award (2019)

Before leaving Indooroopilly, I received an excellence award, for significant contribution to the school - this was in result of my captaincy, volunteering and extra-curricular efforts.

Professional Skillset

- Wide Skill Range
- Collaborative
- Creative Mindset
- Task Focussed

I have a wide skillset and am well versed in a number of different creative roles. I have experience with digital marketing including Google AdWords and Facebook Business Tools as well as social media management. I can write, shoot, edit and produce various types of audio and video content proficiently thanks to my background in film production and radio news. As I work through my double degree in Marketing Communications at QUT I aim to learn as much as I can to advance my skills.

Marketing Skills

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

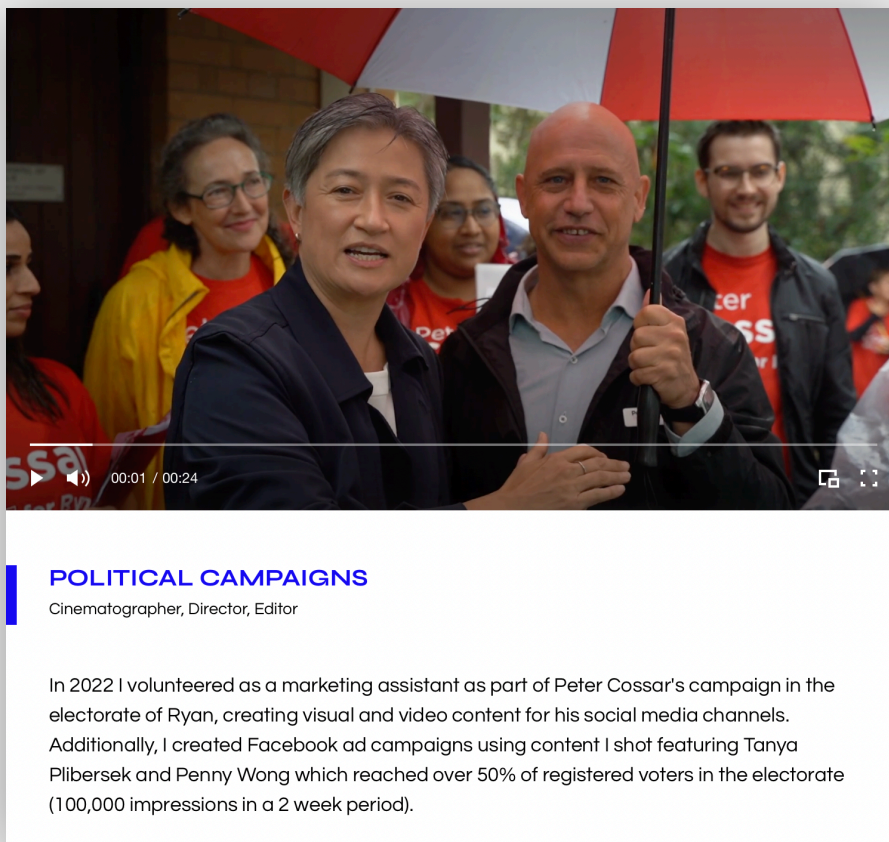
Business Skills

- Relationship management
- Email
- G Suite (sheets, slides, docs)
- Google sites development
- CX management

References

- Izzy Manfield (QLD ALP State Organiser)
 - 0401 426 052
- Luke Kjeldal (Caucus Liaison for Queensland's Deputy Premier)
 - 0433 735 533
- Duncan Matthews (Marketing Manager, Cater Care Group)
 - 0400 786 878

View my Portfolio



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

maximhussey.com

Contact Me

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Email

LinkedIn

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.

