

Maxwell Dean

As a pro-active individual who sees challenges as opportunities, my greatest strengths are my determination and awareness of the world around me. This is reflected by my deep interest in social issues and current affairs. Through my communication work, I aim to inform and empower others. My interests and hobbies also include cinema and the themes which various examples present, such as Guillermo Del Toro's *The Devil's Backbone*.

Work History

December 2018 - Present: Autistic Minds

- Managing social media channels during our flagship autism event in September 2019. This included filming Facebook Live videos and scheduling content for LinkedIn, Twitter and Instagram to increase engagement with the show.
- Creating marketing reports for trustees and analysing our social media.
- Creating marketing content for social media, including visuals and copy.
- Writing blog content and working with Ascend Marketing to implement an SEO strategy.
- Daily management of social media platforms, including keeping track of notifications and messages, coming up with ideas to engage our community and passing any relevant information to colleagues.
- Improving our SEO by creating a Google My Business account.
- Creating marketing content for social media, including visuals and copy
- Creating videos using my skills in video-editing software.
- Applying my PR skills to build and develop existing relationships with journalists, propose story ideas and secure coverage, including BBC Wales Business Correspondents.

April 2017: Brighter Communications (Placement)

- Writing feature articles for clients.
- Producing written content for Brighter Comm's website.
- Updating and identifying new media contacts.
- Using keyword research on Moz to enhance a client's website SEO.
- Pitching article ideas to journalists.

October 2016: Working Word PR (Placement)

- Writing features for clients. One of these was for the Huffington Post online.
- Producing press releases and blog content for clients.
- Creating social media content for financial clients.
- Contributing creative ideas for a proposal to secure a tender from a new client.

December 2015 - June 2016: NUS Wales

- Working with colleagues to produce engaging copy for social media, including Twitter and Facebook.
- Analysing social media output and modifying accordingly to maximise engagement, for example, identifying which form of content is most popular.
- Forming relationships with external stakeholders, for example, the Welsh Assembly and students to produce media content, such as Generation Vote videos.
- Creating and maintaining a dedicated Assembly Election website using my existing Wordpress and developing HTML skills.
- Assisting with and writing press releases for events relating to this objective, such as a Twitter hustings event for International Women's Day.
- Using my creative skills to create infographics for social media posts and other content such as email invitations.
- Using my initiative to learn how to integrate interactive polls and a Twitter feed into our website and organise and co-ordinate a Twitter chat.

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Education

2014
GoWales Graduate Academy
(ILM Level 4 Leadership and Management Award)
2010 – 2013
BA (Hons) Graphic Communication at Cardiff Metropolitan University.
2009 – 2010
North West Regional College Llanvady.
2002 – 2009
Ballycastle High School.

Qualifications

BA (Honours) Graphic Communication: 2:1.
(BTEC) Foundation Diploma Art and Design: Distinction.
A-levels: 3 A-C Grades - History, ICT and Art.
GCSE: 7 A-C Grades including Maths, English and Science.

My Skills

Communication

- I have developed excellent spelling and grammar skills by writing for a wide range of formats including press releases, social media copy, website copy, my own blog, Mind Cymru's blog, magazine articles and my newspaper article during my work experience at a local newspaper which was published in print and online.
- I have gained an advanced understanding of interpersonal and verbal communication skills through my ILM course and both applied and further developed these during my time at NUS Wales and BBC Wales to deliver projects and complete media tasks.
- I have also used my Adobe software skills in Photoshop, Illustrator and InDesign to produce solutions to various design briefs before and after university.
- Using these communication skills and the ability to meet deadlines and maintain attention to detail, under pressure, by developing effective and accurate solutions to university briefs and continuing this for design tasks.

Initiative

- Undertaking personal and skills development through such experiences as the Prince's Trust's Fairbridge programme and undertaking a first aid course. This has also developed my ability to adapt to new situations and environments.
- Identifying new tasks, taking on new responsibilities and developing new skills as part of my roles at SNAP Cymru, Mind Cymru and NUS Wales, such as growing social media presence through use of analytical tools.
- Identifying new information through research, contributing ideas and analysing data to inform the direction of the Week In, Week Out programme during my time within the BBC Wales Current Affairs team.

Organisational Skills

- My work experience demonstrates my ability to meet multiple deadlines under pressure and on time. This includes uploading content for our Wordpress website to meet deadlines for national registration day and polling day at NUS Wales and press release deadlines. Here I also organised my workload for other communication work including co-ordinating social media, design tasks, such as creating email invites for events, posters and diagrams for our Project 100 report, writing press releases and drawing up communication plans.
- Analysing, monitoring and organising statistics/data and news stories for various reports at Mind Cymru.

Teamwork

- I have gained teamwork skills by working alongside course-mates on design projects as part of my Graphic Communication course and working with journalists during my time within the Week In, Week Out team at BBC Wales.
- Undertaking personal and skills development through the Prince's Trust's Fairbridge programme by engaging with fellow young people from a range of backgrounds. From this I received positive feedback regarding my determination, adaptability and work ethic.
- During my university course I also worked with external clients by creating a working dialogue and exchange of ideas and concepts.
- Using these teamwork skills to develop effective solutions to briefs.

References available on request