

# MAX EIGEN

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## EDUCATION

### The University of Texas at Austin

May 2024

BS, Advertising - *Moody College of Communication*  
Business Administration Minor - *McCombs School of Business*  
Italian Studies Minor - *College of Liberal Arts*  
Texas Immersive Cohort  
Digital Marketing Science Certification

## WORK EXPERIENCE

### Freelance, Austin, TX

January 2025 - Present

#### Email Marketing Specialist

- Built and executed a full service email marketing strategy in Klaviyo, including automated flows, campaigns, creative design, segmentation, and A/B testing for an e-commerce brand.
- Contributed to a 68% increase in sales, resulting in 10% of attributed revenue via email marketing.

### Leviant, Hawthorne, NY

June 2022 - Aug 2024

#### Marketing and Social Media

- Created informative decks for external purposes such as Investor & Board of Director presentations
- Led the sales team's marketing efforts by designing graphics and building an in-depth marketing plan
- Initiated an email marketing campaign and website redesign targeting prospective customers and investors

### Vuka, Austin, TX

Feb 2024 - June 2024

#### Digital Marketing and Social Media

- Designed social media graphics, short form video, and contributed to strategy development enhancing brand presence and audience engagement

### State & Liberty, Westport, CT

June 2021 - Aug 2021

#### Sales Representative

- Sales Rep. for retail clothing brand, assisted manager with everyday operations

## PROJECTS

### Made Ya Smile – Personal Brand | TikTok and Instagram

March 2025 – Present

- Built a social channel centered around mental health, positivity, motivation, and emotional wellness with 15k+ followers
- Developed an email newsletter to further connection with my audience and expand engagement beyond social media
- Created a website and hat brand with a simple mission: to make people smile more

### Immersive Experience - Client: Dell Technologies

Oct 2024 – Dec 2024

- Developed an in-depth plan and video trailer for a Bevo Boulevard UT Football Gameday immersive fan experience, presented to Dell Technologies as part of their 'Welcome To Now' Campaign
- Researched available technology and its applications to optimize a \$75,000 budget for the experience

## ADDITIONAL INFORMATION

### University of Texas at Austin Men's Lacrosse Captain

2019 - 2024

### Israel Lacrosse - U19 Team at Lacrosse World Championships

2018

### Cooking Instagram and TikTok channel with instructional videos

2021 - Present

### Mental Health Charities - Raised over \$20,000 in donations

2012 - 2019

## SKILLS

**AI Platforms:** LLM's, n8n, make.com, Midjourney, DALL-E, Firebase, Veo3, Google Stitch, Chatbase, Framer, and more

**Software:** MS Office, Klaviyo, Procreate, Canva, Photoshop, Illustrator, Figma, CapCut, WIX

**Certifications:** Google Ads Search Certification, Google Analytics Certification, HubSpot Email Marketing Certification

**Social Media:** Hootsuite, Instagram, TikTok, Twitter, Facebook, LinkedIn, YouTube

**Languages:** English, Italian

**Interests:** Technology, AI, Email Marketing, Reading, Graphic Design, Lacrosse, Running, Tennis, Content Creation, Video Editing

**Work Eligibility:** Eligible to work in the United States with no restrictions