

MAX FRANKEL

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maxfrankel.com

EDUCATION

Miami Advertising School, **Copywriting**, New York City, 2019 - 2021

Miami Advertising School, **Strategy Bootcamp**, New York City, 2020

Northeastern University, **B.S. Business in Marketing, Psychology Minor**, Boston, MA, 2015

EXPERIENCE

Havas, Copywriter

New York City, 05/23- present

The Farmer's Dog, Copywriter

New York City, 2022-2023

Devised marketing strategies and creative concepts to help grow new business. Worked on nearly every communications medium, from email to TV.

Ogilvy, Copywriting Intern

New York City, 2021

Brands: Powerade, Nationwide, Gerber.

Structure Consulting Group, Site Acquisition Specialist

Boston, MA, 2015 - 2018

As a cell tower scout for Verizon Wireless, I drove remote areas of New England in search of the right plot of land for new antenna installations. Facilitated leases between landlords and Verizon. Guided the leasing process by coordinating attorneys, engineers, architects, and landlords. Obtained building permits and attended municipal zoning hearings to ensure the successful rollout of Verizon's new cell towers.

SKILLS

Copywriting, advertising, creative and business strategy, market research, product vision, storytelling, client presentation, branding.