



SKILLS:

- SOCIAL MEDIA MANAGEMENT
- MEDIA RELATIONS
- DIGITAL STRATEGY
- COMMUNICATIONS
- CONTENT MARKETING
- PROJECT MANAGEMENT
- WRITING/AP STYLE
- VISUAL BRANDING
- ADOBE INDESIGN
- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- ADOBE PREMIERE
- GOOGLE ANALYTICS/SEO
- EVENT MANAGEMENT
- PHOTOGRAPHY
- WEBSITE DESIGN/MANAGEMENT

CONTACT:

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WEBSITE:

CULLENMAKSIMOWSKI.COM

EXPERIENCE:

PRIORITY HEALTH: COMMERCIAL GROUP MARKETING SPECIALIST, AUGUST 2022-PRESENT

- Participate in the implementation of strategic marketing plans for the Priority Health commercial group line of business
- Collaborate with creative team to manage the creation and delivery of all commercial group projects
- Develop and evolve the social media selling strategy and mobilize within commercial group sales team
- Support the development and maintenance of annual content marketing calendar
- Serve as a point-of-contact for business segments, client organizations and assigned projects

UNIVERSITY OF TEXAS: ASSISTANT DIRECTOR OF ATHLETIC COMMUNICATIONS, SEPTEMBER 2021-AUGUST 2022

- Oversaw external communications and media relations/publicity efforts for assigned programs within the athletics department
- Coordinated with creative services department on the creation/execution of digital content as well as the development of comprehensive social media strategies
- Served as administrative liaison for coaches and student-athletes between Big 12 Conference and NCAA media contacts
- Collaborated with marketing, fundraising and ticket office on sales, promotions and special event initiatives
- Conducted media training sessions with student-athletes and coaches to ensure consistent representation of University core values in interviews and media appearances
- Supervised athletic communications, graphic design and social media interns

CENTRAL MICHIGAN UNIVERSITY: ASSISTANT DIRECTOR OF MARKETING & ATHLETIC COMMUNICATIONS, OCTOBER 2018-SEPTEMBER 2021

- Oversaw digital content creation and strategy development for over 40 department & team social media channels
- Led graphic design and visual branding efforts for the department
- Served as media relations point of contact and administrative liaison for assigned sport programs
- Supervised athletic communications, graphic design and social media interns
- Collaborated with marketing director and coaching staffs to develop program-specific marketing plans to drive revenue and fan engagement
- Coordinated with multimedia department on creation and execution of video content for social media and in-venue content

LAKE SUPERIOR STATE UNIVERSITY: ATHLETIC COMMUNICATIONS DIRECTOR, NOVEMBER 2017-OCTOBER 2018

- Served as primary media relations point of contact for the department
- Managed all social media and digital content strategies for the department
- Upheld department branding standards and led all graphic production efforts
- Coordinated the fulfillment of digital corporate sponsorship obligations
- Wrote and published all written and digital content for the department
- Facilitated a complete redesign and launch of official department website
- Organized all radio broadcasts, video streaming and multimedia productions
- Oversaw sports information interns and student employees



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AMWAY: CORPORATE COMMUNICATIONS SPECIALIST, MAY 2017-NOVEMBER-2017

- Developed internal communication materials for Amway North America corporate location
- Created training tools and change management materials for new software integration
- Assisted with the strategic deployment of a new global business management software throughout the North American region
- Led internal branding and marketing efforts for designated training workshops
- Ensured unity and clarity within Amway global communication strategies

CORNERSTONE UNIVERSITY: ATHLETIC COMMUNICATIONS ASSISTANT, JULY 2017-NOVEMBER 2017

- Led feature story content creation for CU Athletics Department
- Supported statistical record keeping efforts and website maintenance
- Assisted with social media content and strategy implementation
- Contributed to radio broadcasting video streaming operations
- Participated in departments game-day marketing and event management operations

CENTRAL MICHIGAN UNIVERSITY: ATHLETIC COMMUNICATIONS STUDENT ASSISTANT, NOVEMBER 2014-DECEMBER 2016

- Published game reports, previews and feature stories for CMUChippewas.com
- Facilitated weekly media availability sessions with coaches and players
- Organized press conferences and media related events for several varsity sports
- Created social media content for event promotion and game day information
- Assisted with various event management, marketing and promotional functions

GEORGIA SPORTS FOUNDATION: PUBLIC RELATIONS INTERN, MAY 2016-AUGUST 2016

- Fulfilled all public relations and marketing functions for the Georgia Amateur Olympics
- Maintained social media accounts and developed strategies to increase engagement
- Wrote and distributed press releases to the local media to maximize event coverage
- Created digital and print graphic design materials for event promotions
- Assisted with event management, website design and photography efforts

EDUCATION:

CENTRAL MICHIGAN UNIVERSITY : MOUNT PLEASANT, MI BACHELOR OF APPLIED ARTS, DECEMBER 2016

Major: Integrative Public Relations Minor: Sport Management

ORGANIZATIONS/VOLUNTEER WORK:

- COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA (COSIDA)
- PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA)
- SPORT MANAGEMENT ASSOCIATION (SMA)
- NEIGHBORHOOD LONGHORN YOUTH PROGRAM- VOLUNTEER
- HELPING HANDS HOME OF AUSTIN- VOLUNTEER
- TEXAS HUMANE HEROES ANIMAL SHELTER- VOLUNTEER