

Maxwell Tielman
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maxwelltielman.com

EXPERIENCE

Art Director, Photo + Video / West Elm

2018-Present

- Creative oversight of photography and video content creation, from concept to execution. Distribution channels for work include the brand's catalog, digital experiences, website, and social media channels.
 - Miscellaneous duties include creative concept for photo and video content, set design, shoot direction, and seasonal presentations.
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Manager, Digital Content / West Elm

2015-2018

- Video, photographic, and written content creation. Management of editorial for west elm's blog, Front + Main, along with the brand's various organic and paid social endeavors.
 - Photography (interiors, lifestyle, food, and product), video art direction, copywriting, video editing, and styling. Management of content creators and editorial contributors.
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Senior Editor / Design*Sponge

2012-2015

- Oversaw content creation for the design and lifestyle website Design*Sponge.
- Acted as lead home tours editor in addition to writing, photographing, and styling a number of daily, weekly, and monthly features.
- Additional duties included planning and producing photographic content, video production and editing, graphic design, illustration, and brand collaborations.
- Worked alongside advertising team to create sponsored content for brands such as Target, West Elm, Kate Spade, IKEA, Sony, and Staples.

SKILLS

Creative

Art direction, studio photography, prop styling, set design, copywriting, graphic design.

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Software

Adobe Photoshop, InDesign, Illustrator, Premiere Pro

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Web

HTML, CSS, WordPress, Google Analytics, MailChimp

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Social Media

Sprinkler, Shoutlet, Curalate, Olapic, Instagram for Business, Twitter, Facebook Business, Pinterest for Business, YouTube

EDUCATION

Parsons / New York, NY

- Graduate coursework in The History of Decorative Arts and Design
 - Focus on twentieth century design and architecture
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Pratt Institute / Brooklyn, NY

- BFA: Theory, Criticism, and History of Art, Design, and Architecture
- Additional training in graphic design, studio photography, and fashion styling.