

MAXWELL PURWIN

BRAND & SOCIAL | DESIGN & MOTION

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WORK & EXPERIENCE

Social Creative Manager

Virgin Voyages | November 2024 - Present

- Direct the visual identity and creative production across all social platforms, delivering video, motion, and static content that drives brand awareness with a 40% YoY increase in interactions and views
- Translate complex strategy into visual assets optimized for conversion across paid and organic channels
- Manage and provide creative direction to 3+ designers, videographers and contractors, ensuring all content aligns with brand guidelines and resonates with specific target audiences
- Optimize creative project management workflows, working with cross-functional marketing leaders to implement processes that accelerate asset delivery and reduce production turnaround times by 20%
- Leverage AI tools and trend analytics to inform content strategies, accelerating creative decision making

Social Content Designer

Virgin Voyages | August 2021 - November 2024

- Produced video, static, and motion assets across 10 major digital and social channels, driving total audience growth from 250K to over 2M during the early launch of both the brand and 4 ships
- Delivered 10+ video and design assets weekly under tight deadlines, maintaining brand quality standards
- Traveled internationally to support video and photo content capture for use across organic and paid media
- Organized and managed digital assets, streamlining access for creatives and improving workflow efficiency

Freelance Cinematographer, Designer and Drone Pilot

Maxwell Purwin Freelance | September 2016 - August 2023

- Storyboarded and conceptualized video content to plan framing, narrative pacing, and asset delivery
- Directed on location video and photo capture for clients across automotive and medical sectors
- Managed editing workflows using Premiere Pro and After Effects, maintaining a 3x weekly publishing schedule to scale an independent automotive YouTube channel to 26K+ subscribers
- Developed custom vector and motion graphics using Illustrator and Photoshop to build brand identities

Production Assistant

Specialty Field Production | May 2018 - December 2020

- Assisted on large scale commercial and live streamed production sets, collaborating with 15+ crew members and supporting high profile clients including Ford Performance and Rivian
- Organized cameras, drones, lenses, and grip equipment in studio and on set to ensure smooth productions
- Solved critical equipment and technical issues promptly under time sensitive conditions on set
- Supported the Digital Imaging Technician with media management, data offloading, and asset organization

EDUCATION

University of Michigan

Bachelor of Arts

Film, Television, and Media,
Production & Entrepreneurship

University of California, Los Angeles

Summer Sessions

Digital Cinematography

Grand Rapids Community College

Associate of Arts

Liberal Arts & Sciences, General
Studies

SKILLS

Creative Strategy

Creative Direction

Premiere Pro

After Effects

Illustrator

Photoshop

Camera Operation

Project Management

Collaboration

CERTIFICATIONS

Private Pilot License

Airplane Single Engine Land
Federal Aviation Administration

Remote Pilot License

Part 107

Federal Aviation Administration