

# M A X R Y E R S O N

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## PROFILE:

A highly talented **Creative, Sales and Marketing Director** with a high degree of commercial acumen and creative flair, demonstrated through an outstanding record of achievement.

Possesses extensive experience within the film, television, and financial investment industries and has a proven ability to implement innovative ideas to a successful outcome.

An entrepreneurial individual with outstanding communication skills and a dynamic self-starter approach is seeking a new position that will prove to be both a professional and personal challenge.

## CAREER HIGHLIGHTS:

- Sold US\$63,500 of advertising space at THR in his first 3 months
- Successfully won IETFF first sponsors - UFO Europe, Variety, Columbus Hotels
- Attracted the majority of IETFF's important sponsors - 60% of annual budget
- Recommended new programmes and successfully increased earnings by 50% at IETFF
- Appeared in CSI, The West Wing, NYPD Blue, Ally McBeal & Buffy the Vampire Slayer
- Mentioned in reviews by Variety, Screen Daily, The Hollywood Reporter and IndieWire.com
- Successfully worked for corporates such as Walt Disney Pictures and 20<sup>th</sup> Century Fox
- At IDM expanded client base from 1 to 5, increased ROI 50% and net profits 100% p/a

## CAREER HISTORY:

### ACCOUNT MANAGER: The Hollywood Reporter, London

#### • September 2007 – March 2008 •

- Oversaw all advertising sales for France and Belgium (Print & Online)
- Worked with the highest profile TV & Film brands to bring them the best available cross-platform campaigns available through the Hollywood Reporter's multiple mediums to effectively maximise their brand or product exposure

### FOUNDER & CREATIVE DIRECTOR: International Emerging Talent Film Festival, Monaco

#### • February 2004 – Date •

- Founder/Executive with operational, commercial & strategic control of a new film festival
- Responsible for the complete corporate marketing and advertising of the organisation
- Plan, manage and lead aggressive event, product and market awareness campaigns
- Monitor social, technical and environmental changes closely and provide direction
- Gained important corporate sponsorships & successfully increased revenue and profitability
- Oversee and supervise the programming and final film selection

### PRESIDENT: International Emerging Film Talent Association, Monaco

#### • 2006 •

- Appointed as President for the association's initiation and first term of establishment
- Responsible for association's successful creation including the founding members' support

### PARTNER: Advanced Media Technologies, Monaco

#### • 2004 - 2005 •

- Conceptualised business model for Pan-European digital signage network start-up company
- Defined revenue streams and strategy including marketing, financing, sales & distribution
- Established and implemented the company's first round of financing

**FREELANCE PRODUCER/DIRECTOR/ACTOR: Various Production Companies - Los Angeles, USA**

## • 2001 - 2004 •

- Appointed to many prestigious and well known TV and Film productions in various capacities
- Successfully worked in television, films, music videos and documentaries

**PERSONAL WEALTH MANAGER: International Development Management - Monaco/Seattle (USA)**

## • 1999- 2001 •

- Appointed to lead market development and profitability improvement projects
- Responsible for all aspects of profit and loss strategic business management
- Introduced radical change, reengineering and greatly improved business performance
- Developed and implemented a risk minimising options strategy to managed portfolios
- Created profit opportunities through developing new and existing client accounts
- Expanded the client base, increased return on investment and Increased profitability

**ASSISTANT CAMPAIGN DIRECTOR: Incentive Marketing – Brussels**

## • July 1998 – August 1998 •

- Appointed to work closely with the Campaign Director on sales promotion campaigns for P&G

**COMPUTER SKILLS SUMMARY:**

- Mac & PC, MS-Office (Word, Excel, PowerPoint, OneNote, Access and Outlook)
- Photoshop, InDesign, Acrobat Pro, Final Cut Pro, DVD Studio Pro, Soundtrack and Final Draft
- Fireworks, Flash Video, Director, Dreamweaver and Website Design

**ACADEMIC & PROFESSIONAL QUALIFICATIONS & TRAINING:**

- On going Lynda.com training
- Film & TV Directing (Jim Pasternak)
- Feature Film Producer Diploma (Hollywood Film Institute)
- Independent Filmmaker Certificate - Directing & Line Producing (Hollywood Film Institute)
- Acting for Film Diploma (New York Film Academy)
- BSc (Cum Laude) - Business Administration (International University of Monaco)
- Educated at Gordonstoun School (Scotland)

**PROFESSIONAL MEMBERSHIPS & INTERESTS:**

- IEFTA Board of Directors - Founding Board Member
- Film Producing Lecturer - Cameo (Academy of Dramatic Arts, Monaco)
- Online community member: Talent Circle, The Biz, Shooting People, Facebook, aSmallWorld, Club 5 Thousand, Second Life, LinkedIn, iStockPhoto, Plaxo, MySpace, YouTube, Monocle

**PERSONAL DETAILS:**

- Date of Birth - 16th June 1978
- Languages - English (fluent), French (fluent) and Italian (conversational)
- Interests - Cinema, Digital Cinema, Travel, Advertising & Marketing, New Technologies, Website development, sailing, tennis, golf and horse riding
- Excellent references & details of freelance work and publications available upon request