

MAXWELL HARBERG

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EDUCATION

The University of Texas at Austin	MA, Advertising – Moody College of Communication BS, Advertising – Moody College of Communication	May 2022 May 2020
Wofford Denius UTLA Program	Music Industry Student in Los Angeles, California	Summer 2019

EXPERIENCE

PwC – Metaverse and Experience Strategy		May 2022 – Present
<ul style="list-style-type: none">• One of the original team members tasked to ideate, build, and execute PwC’s US and global metaverse offerings• Co-lead all metaverse-related client/internal propositions, pitches, proposals, and campaign development, including playbooks and workshops• Work with global metaverse PwC network: track all client engagements, facilitate all global community of interest and territory leadership calls• Speak at global conferences and internal PwC L&D upskilling sessions about metaverse brand integration, web3, and virtual beings• Clients include: CSL Plasma, STC, CBRE, Hines, Indianapolis Children’s Museum, LOOK Cinemas		
Offbeat Strategy		July 2021 – May 2022 Austin, TX
<ul style="list-style-type: none">• Led strategy for all campaigns by merging cultural insights with industry trends, web3, and media channels• Spoke at renowned conferences, including Blockchain World 2021–Abu Dhabi; Infinity Festival 2021–Hollywood• Assisted in strategy for the launch of Offbeat’s first Virtual Being–Zero, his virtual community, and corresponding NFTs• Strategized and produced experiences for in-person events, including SXSW 2022• Clients included: Samsung, McDonald’s, OMD, The Cheesecake Factory, Formula E, TikTok, Door Dash, and Netflix		
Production Coordinator, Internship		May 2021 – June 2021
<ul style="list-style-type: none">• Coordinated production and media assets for Offbeat’s social show “Excuse Me, What?” and Jelly Smack’s “Bussin’ Eats”• Conducted A/B testing with Facebook and Instagram ads to determine the best episode opening clip for engagement and retention		
Texas Immersive Institute – Experience Designer Fellow Co-Founder of Texas Immersive Student Club		January 2021 – Present Austin, TX
<ul style="list-style-type: none">• A selective institute that mimics an experience design team through collaboration and new–tech development• Strategize and develop cross-platform experiences that blend physical and digital interactions through AR/VR technology• Develop a mobile app with a virtual being that provides engaging Asthma education for adolescents		
Texas Creative – Copywriter Strategist		January 2021 – May 2022 Austin, TX
<ul style="list-style-type: none">• A selective portfolio sequence that mimics agency life through collaboration, big idea thinking, and professional critique• Design, write and develop 360–degree advertising campaigns for clients across multiple mediums: print, digital, experiential		
Texas Advertising & Public Relations Publication – Class Lead TXADPR BOWL Chair		August 2021 – May 2022 Austin, TX
<ul style="list-style-type: none">• Chair the annual TXADPR Bowl, a recognized live event in which the publication highlights the best Super Bowl Ads• Managed a team of 3 department heads and 30 students (Original Content, Content Management, Data Analytics)		
Buzznog – Immersive Consultant Investor		June 2020 – Present Austin, TX
<ul style="list-style-type: none">• Advises company on opportunities to incorporate immersive tech into live events• Previously Account/Client Relations Manager–created decks and strategy for integrated XR music and live stream experiences		
University of Texas at Austin – Graduate Teaching Assistant		Aug. 2020 – December 2021 Austin, TX
<ul style="list-style-type: none">• Demonstrated mastery and aided students in sports, negotiation, and media advertising classes		
C3 Presents		June 2019 – May 2020 Austin, TX LA, California
Production Festival Media Marketing Intern Show Lead Artist Management, Internships		
<ul style="list-style-type: none">• Worked with production/festival management team to make necessary changes to all events due to COVID-19• Advanced, designed, and budgeted production elements for 2020 NFL Draft, Bonnaroo, Lollapalooza, and Innings Fest.• Led Fall Intern Show (benefited Austin Music Foundation); oversaw all booking, promotion, production, and sponsorships• Worked onsite with media at ACL Fest. 2019, Austin, and managed Press Lounge at Voodoo 2019, New Orleans		

GRADUATE SCHOOL ACADEMIC PROJECTS

Client: LOOK Theaters	Served as an advertising consultant for Dallas-based Dine-in movie theater startup company	January 2021 – May 2022
Client: Outdoor Voices	Created a 360–degree marketing campaign based on pertinent persuasive insights	Spring 2021

LEADERSHIP

PwC: Austin Staff Council – Council Member		August 2022 – Present Austin, TX
<ul style="list-style-type: none">• Oversee all aspects of the Master’s in Advertising Program at the University of Texas (Chosen by PwC Partners)		
University of Texas: Advertising Graduate Council – President		August 2021 – May 2022 Austin, TX
<ul style="list-style-type: none">• Oversaw all aspects of the Master’s in Advertising Program at the University of Texas (Elected)		

ADDITIONAL TRAINING

Software Certifications: Digital Marketing, Adobe Premiere | Photoshop | Aftereffects | XD | Illustrator | InDesign, Google Analytics, Figma, Meta Blueprint
Digital Media: TikTok | Snapchat | Facebook | Instagram, Twitch | YouTube | Triller | Mailchimp | Wix | Squarespace | Google Suite | Salesforce
Publications & Awards: Advertising in Virtual Reality (PwC) | Roderick P. Hart Student Achievement Award (University of Texas)