MAX LIFFMANN

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EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, SCHOOL OF BUSINESS Washington, DC
Bachelor of Business Administration, Marketing; Computer Science May 2023
GPA: 3.50/4.00
Relevant Coursework: Advanced Advertisement Campaigns, Digital Marketing, Consumer Behavior, Marketing Research, and Software Development

EXPERIENCE

TAMID GROUP Washington, DC
Vice President September 2019 – Current

- Supervise a team of 4 in conducting market research on networking technologies within telecommunications for a startup leading to a presentation of the findings to the CEO advancing their US launch strategy.
- Draft and allocate a budget of $3,000 for the 2021/22 school year ensuring the chapter had the necessary funds for speaker series, networking, and social events.
- Develop a strategic paper by assisting a computer vision startup integrate APIs into fitness platforms furthering their understanding of potential partners and competitors.

DEEPTALK AI Tel-Aviv, Israel
Summer Marketing Associate May 2021 – August 2021

- Launched content marketing campaigns by utilizing new verticals such as Substack and Medium to boost brand awareness and increase social media engagement by 18%.
- Collaborated with startups in the videoconferencing space by engaging with each other on social media and writing 15 articles about their complementary platforms increasing brand exposure and attracting over 400 potential new customers.
- Conducted competitor analysis and analyzed market trends to identify new customer acquisition strategies, leveraged findings to improve brand messaging.

LIFEKEY Jackson, WY
Marketing Intern June 2020 – July 2020

- Integrated users' feedback into a new iteration of the Lifekey companion app, which was successfully rolled out to market in August 2020.
- Conducted market research by contacting previous customers and implementing their feedback to design more effective onboarding guides by revamping the FAQ section.
- Organized social media marketing campaigns using Facebook Business Manager, which targeted new market segments and increased add to cart conversions by 7%.

CAMP THUNDERBIRD Bemidji, MN
Senior Counselor May 2019 – August 2019

- Managed a cabin of 12 campers, ages 9-10, for eight weeks, which included supervising daily chores, mediating conflicts amongst campers, and organizing group activities creating a more inclusive environment.
- Oversaw a team of junior swim instructors, created detailed swim lessons, assigned swim level based on camper skill level, and administered swim waivers to ensure the safety of the campers.
- Composed weekly personalized camper evaluations, which updated parents on news and events regarding their child.

SKILLS/ACTIVITIES

Technical: Python, Java, HTML, JMP, Salesforce, Squarespace, WordPress, Shopify, Airtable, Mail Chimp, Microsoft Office Suite (Excel, PowerPoint, Word), Google Suite (Sheets, Slides, Docs), Jira, and Adobe Analytics,
Languages: English

Treasurer and Co-Product Manager, Tamid Group, Washington DC, 2019 - Current
Member, American Marketing Association, Washington DC, 2019 – Current
Member, GW Coders, Washington DC, 2019 - Current
Volunteer, Upward Bound, New Orleans LA, 2018 – 2019

Interests include: Exploring Web3 Technologies, Technology/Economic Podcasts, Skiing, and Golf