

Max Mitchem

Brooklyn-based advertising creative with 14+ years of experience. An expert in new business development, unique creative ideation, and creative strategy—seeing projects through from inception to production.



www.maxmitchem.com
mitchemmax@gmail.com
(816) 244 - 5279

EXPERIENCE

Creative Director

2019 - PRESENT (Yelp, KraftHeinz, VisualMax, etc)

- Directed set work, led creative conceiving, developed fresh creative strategy, and mentored the growth of other creatives and advertising professionals.
- Researched, developed and produced new high-impact products for media agencies, selling 500M+ impressions and generating 7M+ interactions.
- Launched over a dozen startups: helping them identify their niche, developing their brand identity, creating a full online presence, and writing their strategy playbook to set them up for positive growth.
- Maintained strong relationships with 60+ brands, while continuing to build and pitch new business.

Art Director + Designer

2011 - PRESENT

Clients: (Yelp, Postmates, Anheuser Busch, etc)

- Developed high performance creative and ad products in both individually driven and collaborative team settings.
- Authentically told brand stories in compelling ways across a variety of integrated executions: CTV/OLV, Google Ads, Amazon eCommerce, TikTok, Meta, YouTube, rich media, web + app UI/UX, experiential, OOH, print, content marketing, and native advertising.
- Kept up-to-date in the latest and greatest in new platforms, design trends, and breaking research + consumer insights to keep pitches fresh and relevant.

EDUCATION

Masters of Arts, 2019

University of Missouri - Columbia

Strategic Communication + Advertising

Researcher of Authenticity and Creativity in Advertising

Bachelor of Journalism, 2018

University of Missouri - Columbia

Strategic Communication + Art Direction

Business Minor & Philosophy Minor

TOP SKILLS

Creative Direction

Creative Strategy

Art Direction

Copywriting

Digital Strategy

UI/UX Design

Video Production

Brand Identity

Product Design

Experiential + Events

CERTIFICATIONS

Multicultural Certificate
(MCC)

Google Analytics
Individual Qualification
(GAIQ)

Google AdWords
Certification

Mimic Pro Certificate

TOOLS

Adobe Creative Suite.

Figma. Sketch. Framer.

Procreate. Google Ads.

Sizmek. Meta for Business.

FlashTalking. OBS +

Streamlabs. Elgato.

G-Suite. Microsoft Office.

CLIENT LIST

Creative Director.

VisualMax (2020–Current)
Yelp (2020–Current)
KraftHeinz (2022–2024)
Valisure (2019–2021)
Athlete Era (2021)
One Chronicle (2019)

Brand Identity Developer.

Save The Monopolies (2022)
No Big Tech Money (2022)
Athlete Era (2021)
Miles Square Labs (2021)
Heine Development Corporation (2021)
WMIX Saturday Sports Show (2020)
Unveiled Media (2018)
KCOU News (2015)
Sugar Mama's Oven (2015)

Creative Strategist.

Heinz Ketchup (2023)
Athlete Era (2021)
One Chronicle (2019)
Columbia Center for Urban Agriculture (2019)

Product Designer.

Yelp (2023–Current)
Thumb Thumb No Thumb (2019–2021)
KlineTech (2012–2014)

Producer/Video Editor.

Frank's Red Hot (2025)
Heinz (2022–2024)
Cutwater (2024)
Bibigo (2023)
Chevron (2023)
Blue Buffalo (2022)
Shelly Reef (2022)
Wyoming Whiskey (2021)
Valisure (2019)

Graphic Designer.

KCOU (2014–2016)
Rotary International (2015)
The Meadows (2013–2015)
Northwest Missouri Children's Advocacy Center (2013)
Central High School (2011)
Community University (2011)

Art Director.

Yelp (2020–Current)
Lenovo (2025)
Brooks (2025)
Cayman Jack (2025)
Intuit (2024–2025)
ezCater (2024–2025)
Mango Cart (2024–2025)
Heinz Mayo (2023–2024)
Philadelphia Cream Cheese (2022–2024)

Michelob Ultra (2018, 2024)
Corona (2024)
Waymo (2024)
Golden Road (2024)
California Avocado (2024)
Sprouts (2024)
Discount Tire / American Tire (2024)
When I Work (2023)
Diageo x NFL (2023)
Premier Nutrition (2023)
American Savings Bank (2023)
Cointreau (2022–2023)
AT&T (2022–2023)
Stella Artois (2021–2023)
Beyond Meat (2021–2023)
Remy Martin (2021–2023)
Hershey (2023)
Escalon (2023)
Mama Linda (2023)
Acuvue Oasys (2023)
DICKS Sporting Goods (2023)
Affirm (2023)
MasterCard (2023)
Visa (2021–2023)
Michelob Ultra x NBA (2022)
eBay (2022)
Oscar Mayer (2022)
American Express (2022)
Kraft Singles (2022)
A.1. Steaksauce (2022)
Neutrogena (2022)
Square (2022)
Skittles (2022)
First Watch (2022)
Beautiful Day Organics (2019–2022)
IHOP (2022)
Firehouse Subs (2022)
Blue Buffalo (2022)
Clif Kids (2021)
Miles Square Labs (2021)
Postmates (2021)
Hendricks (2021)
Morningstar Farms (2021)
Impossible Burger (2021)
Ethel M Chocolates (2021)
Jagermeister (2021)
Thumb Thumb No Thumb (2019–2021)
Bulleit Bourbon (2021)
Pepsi (2021)
Burberry (2021)
Miles Square Labs (2021)
Wyoming Whiskey (2021)
Kelloggs (2021)
Fox/Crime Scene Kitchen (2021)
Blue Moon (2021)
Corona Premier (2021)
Jose Cuervo (2021)
Cazadores Tequila (2021)
Anheuser Busch (2018)
Overwatch League (2018)
T-Mobile (2018)
Bud Light/Budweiser (2018)
Love Beer Fest (2018)
Jayson Tatum Foundation (2018)
Dairy Queen (2018)
Man-Made Change (2017)

UI/UX Designer.

Focus on the User (2024–2025)
No Big Tech Money (2021–2024)
FOX FIFA '22 (2022)
Save the Monopolies (2022)
Day of Inaction (2022)
Demand Progress (2021–2022)
Athlete Era (2021)
Medly (2021)
Schumer Score Card (2021)
Valisure (2019–2021)
VisualMax (2019)
One Chronicle (2019)
Man-Made Change (2017)
Meadow's Reality (2014)
KlineTech (2012–2014)
Findley Law Firm (2012)

Digital Strategist.

Frank's Red Hot (2021–2024)
Cholula (2022–2024)
Verizon (2023–2024)
Cutwater (2024)
Discount Tire / American Tire (2024)
California Avocado (2024)
HydroFlask (2023)
SleepNumber (2023)
Blue Moon (2023)
eBay (2023)
AARP (2023)
CreditCare (2023)
La Marca (2023)
Chevron (2023)
Dunkin' (2023)
Cattlemen's (2023)
Bibigo (2022–2023)
Heinz (2022–2023)
White Claw (2022–2023)
PetSmart (2022–2024)
McCormick (2022–2023)
Beyond Meat (2021–2023)
FOX FIFA '22 (2022)
Angry Orchard (2022)
VistaPrint (2022)
A.1. Steaksauce (2022)
Mastercard (2022)
American Express (2022)
Blue Buffalo (2022)
Fresh Direct (2022)
Cattleman (2022)
1800 Tequila (2022)
Postmates (2021–2022)
The Farmer's Dog (2022)
Hendrick's Gin (2021)
Ethel M Chocolates (2021–2022)
Breakout COMO (2019)
Kaldi's Coffee (2018)