

# MAX BRAWER

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## PASSNYC, NFP | *CO-FOUNDER, CHIEF OF STAFF* | MAR '15 – PRESENT (PART-TIME)

- Building research tools with team of 40 volunteers to identify and reach underserved students to increase diversity in NYC high schools
- Work used and iterated on by the Department of Education, who invited us to collaborate on their \$15MM plan for the next 4 years
- Signed 26 partner organizations and established free or discounted test prep to 775 underserved students in the 2016 exam year

## WAYUP.COM (UNIVERSITY RECRUITING PLATFORM) | *B2B PRODUCT MANAGER* | MAR '16 – SEP '16 (FULL-TIME)

- First B2B hire at HR Tech startup named “1 of 30 companies changing the world” (CNN) and “Most likely to beat a bubble burst” (Roko)
- Drove 66% user growth, 2x engagement per business user, and 80% reduction in conversion time (to applicant) over 6 months
- Led development team to create recruiting tools adopted into core hiring strategy of 10,000+ top employers (e.g., McKinsey, Starbucks)
- Encouraged businesses to build diverse talent pipelines by optimizing our search and analytics tools for transparency

## NIELSEN TELECOM | *PRODUCT MANAGER* | JAN '15 – MAR '16

- Responsible for the design, marketing and management of \$3 million research product portfolio for world’s largest telecom providers
- Developed solutions from conception through to launch and \$1 million of new business in 5 months

## NIELSEN MUSIC RESEARCH | *SENIOR RESEARCH ANALYST* | JAN '14 – JAN '15

- Cannes Lions 2015: Developed a study of music in advertising, “The Emotive Power of Music,” officially selected for live debut at festival
- Designed “EDM Insights” report selected as keynote for EDMbiz conference and covered by Forbes. Raised report sales by 10x

## NIELSEN UNIVERSITY RECRUITING | *NYU CHAMPION* | JUL '12 – MAR '16 (VOLUNTARY)

- Managed strategy and team of 30+ volunteers in effort to recruit top talent at NYU, Howard, and others for selective programs
- Named recruiter of the year for creating talent marketing initiatives like Excel course “Page Down for What?” for NYU Stern students
- Visited campus 2-5 times per month to offer career mentorship, info sessions & engaging programming for marketing/business students

## EMERGING LEADERS ROTATIONAL PROGRAM | JUL '12 – JAN '14

Selected out of >1000 graduating seniors for Nielsen’s 18-month development program. Four roles in product teams. Highlights:

- Founded and edited TOPTEN, Nielsen’s first effort to popularize data to 18-24 year-olds via content and infographics. Work seen over 5 million times, purchased/syndicated by MSN, translated into 5 languages & licensed for use in college media studies textbooks
- Global Product Marketing, Nielsen & Facebook’s Digital Ad Ratings: Developed global go-to-market strategy and managed product launch in 5 countries. Second member of program ever invited to work abroad (Germany, Italy)
- Automated delivery process in Excel VBA for \$110 million account (received highest merit honor from CEO, Simply Excellent Platinum)

## DIVERSITY & PEOPLE-FOCUSED INITIATIVES AT NIELSEN

- Halved time needed for annual HR review process with interactive Excel product for CEO and started Nielsen’s 1st People Analytics project
- Won “Lead of the Year” for Asian-American Diversity Group. Helped earn Nielsen’s spot in Diversity Inc.’s Top 50 Companies list (2015)
- Invited to “upward” mentor EVP of Global Learning, serve company of 40,000 as expert in simplifying digital fluency tips and Excel

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## Prior Recruiting & Management Experience

### A&O AND MAYFEST PRODUCTIONS | *COMEDY CHAIRMAN, TALENT BUYER* | SEP '08 – JUL '12

- Managed team of 5, \$72000 budget to entertain thousands of students through events with Aziz Ansari, John Oliver, Steven Pinker & others

### NHSMUN MODEL UNITED NATIONS CONFERENCE | *CHIEF OPERATING OFFICER, VARIOUS* | SEP '08 – MAR '12

- Produced Nation’s largest high-school MUN, overseeing a staff of 80, 3200 attendees & the managers of the NYC Hilton

### HARVARD UNIVERSITY, PROFS. DAN GILBERT & MICHAEL NORTON LABS | *RESEARCH DESIGNER* | JUN '11– AUG '11

- Created and implemented digital research strategy for world’s foremost researchers of happiness and personal development

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## Education & Awards

### EDUCATION: NORTHWESTERN UNIVERSITY CLASS OF 2012: B.A. PSYCHOLOGY, SUMMA CUM LAUDE (GPA: 3.9)

- **Minors & Certificates:** Kaplan Humanities Scholar (invitational), Integrated Marketing Communications, Economics, Business

**AWARDS:** Chicago Association of Direct Marketing - Grand Prize Scholarship, Society of Professional Journalists Column Award (1<sup>st</sup> Place), Nielsen Simply Excellent (7x), Scholastic Writing Award - National Gold Key, Hunter Personal Writing Award

**PUBLISHED IN:** BuzzFeed (broke contributor record with >1 million unique readers), Forbes, The Japan Times, MTV 81, CollegeHumor

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## Skills & Passions

### SKILLS:

- Advanced Excel, VBA, PowerPoint, Adobe Creative Suite, agile development tools, statistics. Proficient with SEO, AdWords, Git, SQL, HTML, CSS. Basic proficiency in JavaScript, R & Sketch. Online learner via Udacity, Codecademy & more (courses: A/B testing, machine learning)

### PASSIONS:

- Musical performance and band leading (15 years), speaking at college campuses, giving products a personality, Redditing (6 years), UX/UI design, the psychology of happiness, DIY projects, machine learning, typography, cold brewing coffee