# MAX MORRISH

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Joined Kinetech Cloud as an intern in June 2026 and has since become its marketing lead, rebuilding most of the systems behind it: websites, CRM, email, reporting and brand. Brought paid tools in-house and set up AI workflows that do the work of several people. In every role since leaving Eton College, from UK client services to a Google Ads campaign in Morocco to two ventures co-founded at UVA, the pattern has held: deliver high-quality work, fix inefficiencies, plug gaps and leave a better system behind, learning whatever the role needs, from HubL to hydrostatics. Focused on redesigning go-to-market operations around automation and AI (CRM workflows, data pipelines, reporting) rather than layering new tools onto old processes.

## EXPERIENCE

**Marketing Lead**, Kinetech Cloud — Jun 2026 – Present

*Mendix software consultancy · Remote · reports to the CEO · marketing intern Jun – Aug 2026*

- Lead marketing with the CEO and product leads: websites, CRM, reporting, launches and content.
- Build and maintain the company's HubSpot websites, templates and reusable page modules, plus the forms, tracking and technical SEO underneath.
- Put together the weekly go-to-market reporting and a weekly list of researched target accounts for the sales team.
- Look after CRM data quality, email deliverability, structured data, and how the brands show up in ChatGPT, Gemini, and Perplexity.
- Worked on the July launch of MACH (launch video, press release, social rollout) and the content that followed.
- Help produce the StruXure Builder Series, short documentary videos on famous builders, and its companion blog posts.

**Co-Founder**, Second State Records LLC — Sep 2024 – Present

*Recording studio and label · Charlottesville, VA*

- Built a recording studio with a business partner in under a month: LLC, Framer booking site with Calendly and Stripe, rate card, and contracts for two in-house producers; record, mix, master and distribute music in house.
- Earlier, as Chief Development Officer at Poplar Records, a UVA student label, planned artist releases and outreach, pitched playlists, and ran a podcast and video shoots.

**Head of Relations**, Jukebox Labs LLC — Jan 2026 – Present

*Music and events collective · Charlottesville, VA*

- Built a JavaScript and Firebase command center to centralize event planning and budgets across the 519 Club, SHHO, and OYFA; launched the Wix platform and ran LLC incorporation and contractor packets during formation, plus the digital rollout for Clark Beach's single “Dancing in my Room.”

**Campaign Strategy Assistant**, Resilience Education — Jul 2025 – Jan 2026

*Nonprofit · Remote*

- Architected a 21-week work-back plan for the Giving Tuesday 2025 campaign, aligning 16 milestones and cross-departmental SLAs across communications, programs, and development.
- Modeled financial projections in Excel against multi-year benchmarks to set a $75K revenue target (base, target, and stretch scenarios on a 30% YoY growth trend); segmented messaging for 3 donor groups and activated 13 volunteer ambassadors.

## SELECTED EARLIER EXPERIENCE

- **Ground Control Ltd, UK**, Client Service Administrator, 2022–23: ran a national queue of 50+ active work orders daily against 24–48 hour SLAs for two blue-chip accounts.
- **Armstrong Sustainable Investment Advisory Board**, Co-Founder & Program Director, 2024–25: led funding strategy for a $10M renewable energy project, coordinating outreach to private equity and grant agencies.
- **High Atlas Foundation, Marrakesh**, Intern, 2024: managed a $10,000 monthly Google Ads budget for a global Earth Day campaign; drafted proposals and impact reports for international funders.
- **Skissernas Museum, Lund, Sweden**, Environmental Consultant, 2025: built a flood-risk mitigation plan for a museum expansion: drainage modeling, hydrostatic calculations, municipal-code alignment.

## SELECTED WORK

**Marketing Playbook**: sixteen short chapters, each built around an example you can take apart — maxmorrish.com/playbook
**Culture or Costume**: essay on men's clothes and taste, South of Milan, 2026 — maxmorrish.com/writing/culture-or-costume
**GTM-Bench**: benchmark of AI models on company facts, scored against SEC filings — maxmorrish.com/work/gtm-bench

## EDUCATION

**University of Virginia** · B.A. Psychology, Minor in Philosophy — May 2026
**Eton College**, Windsor, England · A Levels: Mathematics, Economics, Physics — 2016 – 2021

## LEADERSHIP & SKILLS

**Leadership:** UVA Fourth Year Trustees, Co-Chair for Service & Wellness (initiatives reaching 4,000+ students) · Karsh Democracy Institute Civic Cornerstone Fellow · Hoos Connected facilitator · UVA Rugby.
**Technical:** HubSpot (CMS, CRM, HubL), JavaScript, three.js, Python (Streamlit, FastAPI), Excel and Google Sheets modeling, Google Analytics 4, SEMrush, Google Ads, Meta Ads, Framer, Wix, Jira, Confluence; CRM operations.
**Languages:** English (native), Spanish (conversational). **Citizenship:** US and UK.