

Maxim Boon

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SUMMARY

A versatile media professional with a distinctive, informed and entertaining voice, I have established a national profile in the culture, arts and lifestyle sectors as a journalist, critic, editor and digital producer. I have experience managing teams within several workflow contexts – from fast-paced online roles to weekly and monthly print cycles on both local and national levels – as well as collaborating with sales colleagues to deliver commercial partnerships and branded content campaigns. While I possess a thorough understanding of the online space and social media, I am equally passionate about the power of print, particularly in the free-to-street marketplace. I'm a flexible writer and comfortable moving between specialist and accessible vernacular, with a keen instinct for adjusting tone to suit different readerships. I also have practical experience producing, editing and promoting digital formats including video content and podcasts.

EMPLOYMENT HISTORY

Chief Classical Music Critic – *The Age* – Melbourne

January 2019 – present

Duties:

- I am a Featured Contributor writing critique about Melbourne's classical music scene as well as producing feature content and interviews for both *The Age* and *Sydney Morning Herald*.

Freelance writer, editor, moderator and publicist – London/Sydney/Melbourne

2012 – present

Key achievements:

- I am a Senior Contributor for *The Music* since January 2019, writing two monthly columns and producing a podcast.
- My writings have been published by major Australian titles including *The Age*, *The Sydney Morning Herald*, *The Guardian*, *Time Out Australia*, *Broadsheet*, *Dumbo Feather*, *Daily Review*, *Arts Hub*, *The Neighbourhood Paper*, *Audrey Journal* and *DNA Magazine*.
- I have produced editorial and marketing content for arts companies including Malthouse Theatre, the Melbourne Recital Centre and Sydney Opera House.
- My speaking engagements as a moderator and panellist include events for Equity Australia and the MEAA, Sydney Film Festival, the ARIA Awards Voting Academy, Canberra International Music Festival and Melbourne International Comedy Festival's Barry Award judging panel.

Group Senior Editor / National Arts & Culture Editor – *The Music* – Melbourne/Sydney

September 2017 (internal promotion) – December 2018

Key Achievements:

- I managed the development and relaunch of *The Music* as a monthly glossy title in October 2017, overseeing a complete redesign and overhaul of the magazine's content makeup to include more lifestyle, culture, and local focuses.
- I delivered commercial partnerships with prominent culture clients including Sydney Festival, Sydney Comedy Festival, Melbourne Festival, and Sydney Film Festival.

Duties:

- Devising content for each print edition in partnership with the Managing Editor, across a national portfolio of magazines in Melbourne, Brisbane and Sydney.

- Creating digital content and social media assets, including videos, podcasts and branded content.
- Developing commercial partnership and branded content with advertisers.
- Commissioning, editing and subediting content, including photography and digital content, across a national portfolio of three monthly print editions and a national website.
- Managing a national team of in-house staff and freelance contributors.

**National Arts & Culture Editor – *The Music* – Melbourne/Sydney
August 2016 – September 2017**

Key Achievements:

- I introduced culture focused themed editions such as *The Underground Issue*, which explored urban subcultures in Sydney, Melbourne and Brisbane.
- I delivered editorial collaborations with commercial partners including the National Gallery of Australia, Dark Mofo, Sydney Festival, Melbourne Festival, Melbourne International Comedy Festival, Sydney Film Festival, VIVID Sydney, Sugar Mountain, the Book Of Mormon Australian tour, and White Night.
- I am the creator, host and producer of *The Music's* successful pop culture podcast *The Lashes*, described in *The Herald Sun* as “Louis Theroux meets *My Dad Wrote A Porno*.”

Duties:

- Commissioning, editing and subediting all arts and culture content across a national portfolio of three regional weekly print editions, a website and social media platforms.
- Developing content strategies and delivering branded content for media partnerships with advertising clients.
- Working to a fast-paced weekly print cycle, managing a team of subeditors, editorial assistants, contributors and designers to meet strict deadlines.
- Writing copy including reviews, features, interviews, news, opinion, and trend pieces.

**Online Editor – *Limelight Magazine* – Sydney
July 2014 – August 2016**

Key Achievements:

- I drove *Limelight's* digital traffic from 40,000 unique users a month to more than 130,000 a month within two years, and built the magazine's Facebook audience from less than 4,000 followers to nearly 11,500 over the same period.
- I delivered commercial partnerships for advertisers including Dark MOFO, Melbourne Symphony Orchestra, Victorian Opera, Sydney Festival, Adelaide Festival and Perth International Arts Festival.

Duties:

- Commissioning, editing and subediting all digital content, including video content, on the *Limelight Magazine* website, and managing its social media platforms.
- Devising and delivering commercial partnerships and branded content for advertisers.

EDUCATION

- Royal Academy of Music, London (2002 – 2006) – **Bachelor of Music (BMus Hons), 2:1**
- Chetham's School of Music (1998 – 2002) – **A Levels: Music: A; English: A; Theatre Studies: A**

REFEREE

- Andrew Mast, Group Managing Editor *The Music* | andrew@themusic.com.au