

Maxim Boon

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SUMMARY

I am a media professional with five years' experience, including two editorships, specialising in the culture, arts, entertainment and lifestyle sectors. I am an extremely versatile writer, capable of supporting both national and local viewpoints with a distinctive and entertaining voice. I have written on music, art, theatre and film for specialist and niche readerships, as well as creating more accessible content on arts and entertainment, health, consumer trends, food, politics and pop culture. I have a thorough understanding of the online space and social media with practical experience producing and editing digital formats including photography, videos and podcasts. In addition to my full-time commitments as the Senior Editor at Street Press Australia's *The Music*, I am a regular contributor to major Australian titles including *The Age*, *The Guardian*, *Time Out Australia*, and the *Australian Book Review*.

EMPLOYMENT HISTORY

Group Senior Editor / National Culture Editor – *The Music* – Melbourne
September 2017 (promotion) – Present

Key Achievements

- I managed the development and relaunch of *The Music* as a monthly glossy title in October 2017, overseeing a redesign and overhaul of the magazine's content makeup to include more lifestyle, culture, and local focuses.
- I have 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.
- Creating digital content and social media assets, including videos, podcasts and branded content.
- Developing commercial partnership and branded content opportunities 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.
- Breaking entertainment, culture and arts news stories online.
- Managing a national team of in-house staff and freelance contributors.

National Culture Editor – *The Music* – Melbourne
August 2016 – September 2017

Key Achievements

- I have 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, Sydney Festival, VIVID Sydney, Sugar Mountain, Book Of Mormon Australian tour, and White Night.
- Major interviews I have secured include Oscar-winning director Barry Jenkins, MIFC Barry Award-winner Hannah Gadsby, Ricky Whittle, Rhys Darby, Louis Theroux, Taika Waititi, Dita von Teese, Lea DeLaria, Courtney Act, Tina Arena, and Patricia Piccinini.
- I am the creator and presenter 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 content for media partnerships and 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 successfully devised and 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.
- Writing and producing content, including reviews, features, news items, and major features for *Limelight's* monthly print edition.
- Devising and delivering commercial partnerships and branded content for advertisers.

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

2012 – present

Key achievements

- My writings have been published by major Australian titles including *The Age*, *The Guardian*, *Time Out* Australia, *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 Sydney Film Festival, the ARIA Awards Voting Academy, Canberra International Music Festival and Melbourne International Comedy Festival's Barry Award judging panel.

Publicity Manager – Sadler's Wells Theatre – London

March 2012 – March 2014

Key Achievements

- I led local and global campaigns for a range of high-profile dance and theatre companies, including the Australian premiere of Sylvie Guillem's *6000 Miles Away*, and Big Dance 2012, part of the 2012 Cultural Olympiad.

Duties:

- Devising and implementing PR and communications strategies for 30+ campaigns annually
- Engaging with a large network of media contacts to secure coverage across print, broadcast and online media.

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**

REFEREES

- Ben Neutze, Arts Editor *Time Out* Australia | benjamin.neutze@au.timeout.com
- Andrew Mast, Group Managing Editor *The Music* | andrew@themusic.com.au
- Jonathan Holloway, Artistic Director Melbourne Festival | j.holloway@festival.melbourne