

MAX MORRISH

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Runs marketing at Kinetech Cloud, a software consultancy, across its three product lines since June 2026, working directly with the CEO. Across every setting since Eton and UVA, from client-service operations in the UK and a Google Ads campaign in Morocco to a flood-risk plan for a museum in Sweden and two ventures co-founded at UVA, the pattern has been the same: finish the work, then fix what was slowing it down and leave a better system behind. Specialized in go-to-market and business development, with a record of learning whatever the role requires, from HubL to hydrostatics, to a working standard quickly.

EXPERIENCE

Marketing Operations / GTM Engineer, Kinetech Cloud

Jun 2026 – Present

Mendix software consultancy · Remote · reports to the CEO

- Own marketing across Kinetech's three product lines (Conductor for public sector, MACH for manufacturing, StruXure), working directly with the CEO and the vertical leads.
- Build and run the company's HubSpot websites, including a CMS design system so the team can build pages without a developer.
- Built the weekly reporting pipeline behind the operations dashboard.
- Work on SEO and AI-search visibility: structured data, entity cleanup, and tracking how the brands show up in ChatGPT, Gemini, and Perplexity.
- Ran the July launch of MACH, from the launch video and founder post to the press release.
- Produce the StruXure Builder Series, short documentary videos on famous builders.

Co-Founder, Second State Records LLC

Sep 2024 – Present

Recording studio and label · Charlottesville, VA

- Established a CRM-integrated intake-to-release pipeline (rate cards, contractor waivers, distribution) for 6+ artist projects; built the Framer site with automated booking and payment intake.
- Coordinated 7 concurrent creative projects, running team bots that summarize daily progress against defined SLAs; ran marketing experiments including a UVA Student Hip-Hop Organization partnership.

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.

Head of Relations, Jukebox Labs LLC

Jan 2026 – Present

Music and events collective · Charlottesville, VA

- Engineered a Java-based logistics system with custom API integrations to centralize planning 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."

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**, Marketing Intern, 2024: managed a \$10,000 weekly 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.

EDUCATION

University of Virginia · B.A. Psychology, Minor in Philosophy

May 2026

Eton College, Windsor, England · A Levels: Mathematics, Economics, Physics

2016 – 2020

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), Java, 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.