

Max Colyer

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EDUCATION

University of Miami

Bachelor of Business Administration in Marketing

Coral Gables, Florida

Expected Graduation May 2028

- **Minor:** Artificial Intelligence in Business
- **GPA:** 3.5 | **Honors:** Dean's List
- **Relevant Coursework:** Foundations of Marketing; Digital Marketing; Luxury Marketing; Business Law; Consumer Behavior; Marketing for Entrepreneurs; Generative AI in Business

WORK & LEADERSHIP EXPERIENCE

Professional Women in Yachting (PWY)

Automation & Event Marketing Intern

Fort Lauderdale, Florida

August 2025 – August 2026

- Created and distributed targeted Mailchimp campaigns and newsletters to grow engagement and foster client communication, sourcing qualified leads through Hunter.io and LinkedIn research
- Attended board meetings to observe organizational decision-making, gain hands-on leadership experience, and offer feedback on marketing direction, outreach, and brand development
- Represented Professional Women in Yachting at the Fort Lauderdale International Boat Show (FLIBS), assisting with event coordination, guest relations, and hiring stewardesses

White Palm, LLC & TheYachtGuy – Influencer Marketing Intern

Marketing & Web Development Intern

Fort Lauderdale, Florida

August 2025 – August 2026

- Assisted in redesigning and updating TheYachtGuy's brand website to enhance user experience and strengthen brand visibility by integrating effective SEO and implementing a clean, accessible layout
- Organized brand partnerships for the Fort Lauderdale International Boat Show (FLIBS), supporting promotional outreach and sourcing qualified leads through Hunter.io and LinkedIn research
- Collaborated directly with company leadership to coordinate executive schedules, meetings, and events, ensuring efficient communication and seamless daily operations across teams

American Marketing Association

Fundraising Director

Coral Gables, Florida

September 2026 – Present

- Developed fundraising initiatives and strategies to support AMA events, professional programming, chapter activities, and broader organizational growth and engagement
- Coordinated with the VP of Finance and executive team to identify new fundraising opportunities and conduct outreach to prospective sponsors, local businesses, and community partners
- Helped plan fundraising campaigns and events by applying marketing strategies designed to increase student participation, strengthen engagement, and expand AMA's presence across campus

BuildOn Harriton Chapter

President

Bryn Mawr, Pennsylvania

September 2021 – May 2024

- Raised \$36,000 as part of a 13-member student team to fund a school in Malawi, and personally designed 100+ coloring books for a community service event distributed to children in Guatemala
- Promoted BuildOn's mission within the school community, increasing awareness through organizing club fair initiatives and strategically leveraging Instagram followings around campus
- Engaged in a variety of community service initiatives around my school and local organizations, including monthly food packaging, park and outdoor cleanups, and holiday donation drives

SKILLS, ACTIVITIES & INTERESTS

Technical Skills: Squarespace; Airtable; Google Ads; Excel; PowerPoint; Outlook

Certifications & Training: LVMH INSIDE Certificate in Luxury Brand Management; Google Ad Search; Google Ad Display; Google Ad Measurement