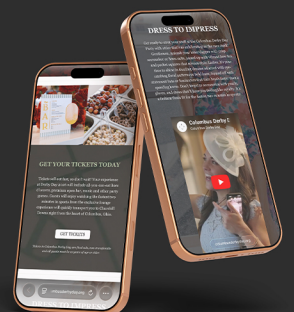
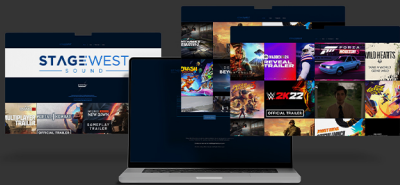


THE PROFESSIONAL PORTFOLIO OF

MAX BROWN



ECHOLONONEMEDIA

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AT A GLANCE



**10 YEARS
OF EXPERIENCE**



**FIVE-STAR
RATING**



"Max did a fantastic job managing social media for our Columbus Derby Day event. He was proactive, communicative, and clearly knew what he was doing. His expertise made our page views more than double month over month, and he was always a step ahead when things came up."

Client - Social Media Management



"Maxwell has great creative abilities. Surpassed my expectations and was a pleasure to work with. Highly recommend for your content marketing / graphic design / logo creation needs."

Client - Instagram Content Marketing



**BRANDING
DEVELOPMENT**



**CUSTOM
WEBSITE DESIGN**



**SOCIAL MEDIA
MANAGEMENT**

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MY STORY



I was born and raised in the small town of Mount Pleasant, Pennsylvania. I had a simple childhood that I couldn't be more thankful for which largely consisted of sports and time spent outside. My father owned a small software development business, and my mother was an endlessly devoted parent to my siblings and I. Sports were my primary passion growing up, playing baseball and basketball in high school which ultimately enabled me to play four years of Division II baseball at Ohio Valley University. This will always be one of my most influential experiences by instilling everlasting values such as hard work, improvement, discipline, and the power of teamwork.

I studied Business Administration at OVU and obtained a real estate license at the end of my time there. After college I worked as a real estate agent at Berkshire Hathaway HomeServices where I learned many valuable sales skills and began developing a specific interest in content creation and digital marketing. I've always had an entrepreneurial spirit, and the real estate industry was an outstanding arena to develop first-hand experience creating professional content, distributing that content, and attracting leads. I ultimately left BHHS, and joined ReMax where I teamed up with a more experienced agent in our local market. I developed skills in photography and videography by creating content about the homes that we sold and also general promotional content. I would then deploy digital marketing strategies to push the content to our target audience. This gave me immense first-hand experience in building social media accounts and deploying paid social media ad campaigns, along with building websites and landing pages.

As we gained more traction, we ultimately acquired a small independent real estate brokerage. Our strategies were effective and we grew our team of agents significantly over the following three years. During this time I managed not only the company-wide marketing infrastructure, but I also was fortunate to work directly with many great agents to implement marketing strategies to contribute to their personal business growth. This experience provided me with the unique opportunity of working with professionals from a starting point and building their personal brands. As our business grew, we franchised with Coldwell Banker® and Coldwell Banker Commercial® to harness the power of a national brand. This was another immensely valuable experience for me to gain the opportunity to work directly within the ecosystem of a highly successful brand.

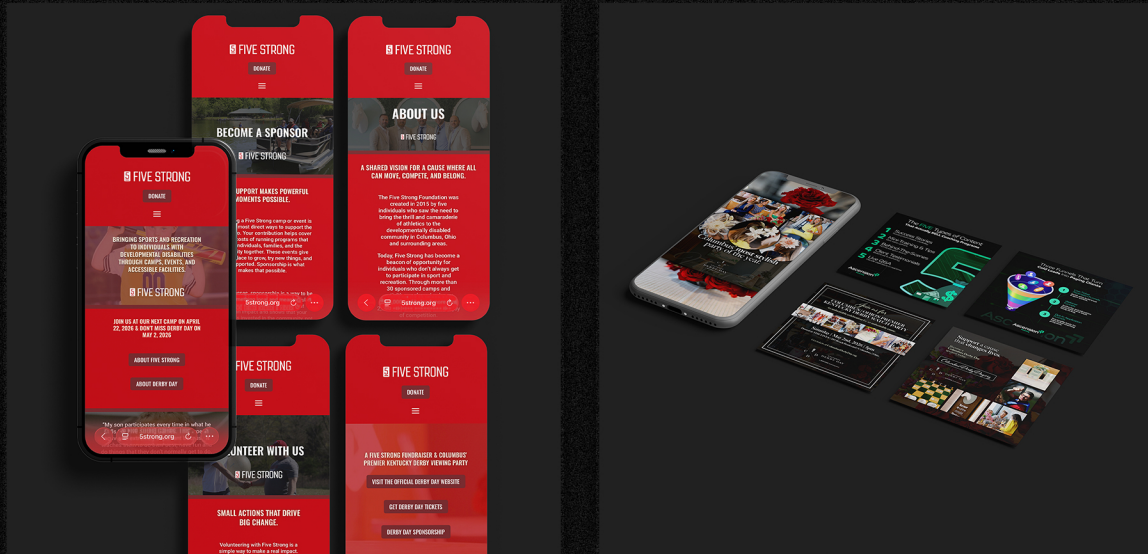
Through the many phases of my journey in marketing, sales, and business, my ability to say "I have experience with that" grew into just about any relevant area you could throw at me, and I will always be grateful for that. However, that experience started to come with significant costs. The overlap between my work and my life became increasingly intense. I had my first child, and it quickly became clear that choosing my work over his need for a present father would never be acceptable to me. My wife and I are the leaders of our family, it's on us to give him the best version of us as possible and figure the rest out. So, I sold my half of the business and decided to make a new beginning with Echelon One Media.

This has enabled me to start fresh, and organize my professional life in a way that allows me to maintain healthy balance. With Echelon One Media, I've opened my services and my abilities to all industries and professionals, where I'm blessed to continue working with great individuals and teams to build their brands as I always have. I will always believe in the power of projecting a high-quality brand image through professional content creation, modern marketing strategies, and a consistent effort over the long-run. These are foundational components that build successful brands, and my passion is following through on that process. The slogan at Echelon One Media is "Visuals matter.", and I believe that to be true.

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THE PROBLEMS I HELP SOLVE



Many businesses, especially small businesses, face the challenge of building their public image while simultaneously providing the best products and/or services that they can. Because of the importance of providing outstanding products and services, marketing and branding initiatives often receive less attention or get executed at a lower rate.

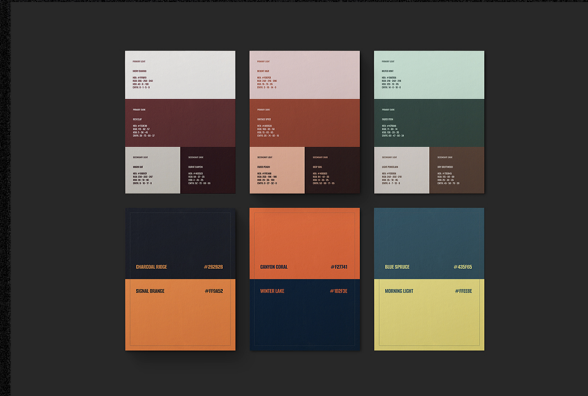
Many businesses also lack the specialized personnel to develop and distribute premium content in a modern and professional way. As a result of many converging hurdles, a business' public image may not adequately align with the true quality of their products and/or services. This can lead to missed opportunities and a loss of business to competitors who may be perceived as being a better option.

I serve as an extension of your business to not only ensure that your branding and content is high-quality, but also to ensure the consistent execution of your marketing initiatives. This is done through my three primary service areas: Branding Development, Custom Website Design, and Social Media Management.

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BRANDING DEVELOPMENT



Your branding is the basis for your organization's entire visual identity. From the style of your logo to the colors and fonts that you use, these subtle details shape the perception of your business. A professional brand image helps your business appear more trustworthy, established, and organized, which captures attention and draws people toward your brand. High-quality, professional branding makes a business easier to recognize and easier to remember. The opposite also holds true: an unprofessional, low-effort brand image can cause potential customers to overlook your business or assume it is low-quality. Business is difficult, and it's important that public perception of your brand is in line with your product or services to put yourself in the best position to secure as much business as possible.

I'll work directly with you to build a comprehensive visual identity for today's business environment. This includes a "Brand Identity" document which can be distributed and used throughout your organization to ensure that everyone is on the same page as far as the expectations for use of logos, colors, typography, general style, and more. Your collective brand image is what gives you legitimacy and credibility. A uniform and organized look about your website, social media pages, documents, and other content is what makes customers feel that you know what you're doing, and you take your business seriously. Consistent colors, consistent typography, consistent logo usage, and consistent language, are all things that take an organization from a business to an authority in their space. Attention to detail and a focus on not just the design, but the function of the design, are things that have a real impact on your business.

The primary objective of your branding should be to project quality and legitimacy. This can only be achieved by spending time ensuring your visual identity is professional and organized. I'll work directly with you to understand your business, the image you want to project, and the customers you are trying to appeal to. By understanding these things, I'm able to make decisions with you to achieve a look and feel that resonates with your target audience. These are the necessary foundational steps that help you attract customers, build relationships, and drive sales.

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CUSTOM WEBSITE DESIGN



A professional website is the foundation of your online presence. Today's business environment leaves little room for brands who don't have a professional website. This is the place where consumers go to gather information about your business, and it serves as an opportunity to ensure your brand is in the best position to make a positive impression on them. It should work as the central hub for online traffic and not only allow your target audience to learn about you, but it should also work as a stepping stone to allow them to get in touch with you. A strong, professional website not only informs visitors, it should guide them through the journey of learning about your brand, what you can provide to them, and how they can get it. All of these steps should be fluid, user-friendly, and provide as little resistance as possible.

Not only should the experience be quality, the appearance should align with the appearance of your business. Ensuring that all of the visual elements are consistent across all placements and platforms is what enforces the idea that you take your business seriously and strive for professionalism in every aspect of it. Colors, typography, mood, and style, should all be aligned to clearly and effectively communicate not only what you do, but who you are and who you serve. Your business is constantly competing, and consistently winning business comes from ensuring that no piece of your business could be a weakness.

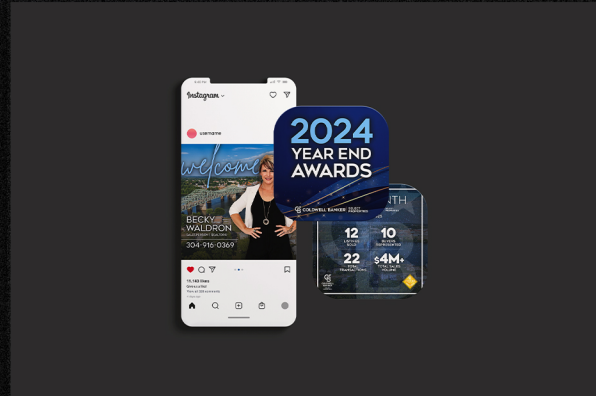
Lastly, your website is a long-term investment in your brand. The beautiful thing about a website is that the bulk of the work is only done once. Sure, your business will evolve and improve, and some maintenance will be inevitable if you want to continue to build. However, this is minimal in comparison to the core foundation that will serve your business over the long-term. Every day, your website will serve as an element of your marketing presence which works for you by providing information, generating leads, and reinforcing your credibility.

I'll work with you to ensure that we are aligned with all of the details about your business and your brand to design a website which accurately and professionally represents your business. I have experience with most major website builders such as WordPress and Wix, and am able to tap into any existing infrastructure if there is a desire or need to maintain some of what you already have in place.

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SOCIAL MEDIA MANAGEMENT



I provide professional social media management for growing businesses. The reality is that social media is an area where most businesses recognize the need for focus, but struggle with success. Success on social media comes down to a wide-range of factors, but one of the most common elements is consistency over the long-term. Many businesses fall into an ineffective cycle: they recognize the need for a focus on social media, they implement a burst of focus and activity, content creation becomes difficult to sustain, content becomes repetitive, results plateau, focus fades, minimal overall gains are made. Rarely will your posts go viral, and that's not what I promise under my management.

What I promise is strategic social media content that represents your brand professionally. I'll work with you to understand your goals, your target audience, and your vision of what a successful social media presence looks like. Once I have an understanding of your expectations, I'll develop an overall plan and a content schedule. Depending on the frequency of the posting cadence, and through your approval of your plan, I'll send you proofs of your content to propose any changes before they go out to the public. This gives you the ability to screen your content, but frees you from the daunting task of creating and deploying it consistently. In most cases, my management agreements span the course of many months, but I have no minimums or limits. At the end of each month, you'll receive a custom analytical report which provides you with the results of your content, as well as my analysis of whether it is effective or if any improvements could be made to help reach your goals.

A strong social media presence supports business growth. Many perceive social media as simply another avenue to reach new people. However, it provides so much more than that. It's a dynamic space which allows you to constantly reinforce who you are, who you serve, and the quality of your business. By taking a professional and organized approach, we're able to take it from something that your business casually uses, to a converting component of your marketing strategy.

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CLIENT EXPERIENCE



I understand that many experiences in today's business environment can lack the fundamental elements of a quality relationship. Ironically, many of my reviews focus on our client's experience as much as the output of our services.

I take pride in communicating effectively, meeting deadlines, and following through on my commitments. It sounds simple and basic, but it really makes a difference to be able to have effective conversations and work together to improve your business.

I genuinely want to make a tangible impact on your business, and I want you to be able to count on timely and effective communication with me.



Went above and beyond to deliver a seamless design that hit the brief. Easy to communicate with and great quality of work.

Client - Marketing Plan
Re-Design



"Maxwell does great work, has great communication, and meets deadlines in an efficient manner."

Client - Instagram Carousel
Graphics



"Max was amazing, went above and beyond to get the job done! He is a truly easy person to deal with and worth every dime. If you are on the fence go with Maxwell!!!"

Client - Social Media and
Website Development



"Max was tremendously knowledgeable, productive, and accommodating. He is very talented and creative. I found him to be totally reliable. I would highly recommend"

Client - B2B Marketing
Campaign

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FINAL THOUGHTS



Succeeding in business is difficult. It requires consistency, attention to detail, and lots of hard work. A combination of efforts need to come together in order to put you in the best position to win business, and I'm here to put forth my best effort on your behalf.

I believe in utilizing my experiences and abilities to provide you with a high-quality service designed to improve your business and the way your business looks in your marketplace.

I encourage you to reach out and have a conversation with me about what it might look like to work together. I'm always willing to schedule a no-obligation video conference to get to know one another and discuss your needs. I don't believe in pressuring anyone into working with me, I just believe in providing you with information on the things I can help you with.

I appreciate your time, and I hope to hear from you!

Max B.

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