

Max McCabe

Editor

Kit Premiere, AFX

TVC and Social Media Content

Title	Client	Agency	Director	Production Company
Ryder Cup TVC	Tourism Island	<i>Publicis Poke</i>	N/A	<i>Prodigious</i>
Hope United Red Card	BT	<i>Saatchi & Saatchi</i>	Chris Faith	<i>Prodigious</i>
For Every Runner	On Running	<i>Direct</i>	Brendan Clarke	<i>COMPULSORY</i>
Let's Not Go Back	YouTube	<i>Creative Lab</i>	N/A	<i>Gramafilm</i>
Jackie Weaver Tech Tips	BT	<i>Saatchi & Saatchi</i>	Chris Faith	<i>Prodigious</i>
Depop #QueerOnDepop	Depop	<i>On Road</i>	Daisy Ifama	<i>On Road</i>
McCaffe Xmas Socials	McDonald's	<i>Leo Burnett</i>	N/A	<i>Prodigious</i>
Schwartz Xmas Recipes	Schwartz	<i>Prodigious</i>	Amanda Stockley	<i>Prodigious</i>
Otrivin Playground	Otrivin	<i>Saatchi & Saatchi</i>	N/A	<i>Prodigious</i>
After The Start	Google	<i>Creative Lab</i>	Josh Cole	<i>Across The Pond</i>
Depop Texas Stories	Depop	<i>Direct</i>	N/A	<i>Depop in-house</i>
Create Don't Hate	Instagram	<i>Anomaly</i>	N/A	<i>Unreasonable</i>
Troy Hawke VT's	Live Nation	<i>Curtis Brown</i>	Paul Byrne	<i>Top Five Films</i>
Brand Sizzle Films	Depop	<i>Direct</i>	N/A	<i>Depop in-house</i>
Obesity Social	Cancer Research	<i>Anomaly</i>	N/A	<i>Unreasonable</i>
Shall We (2019) TVC	Gordon's	<i>Anomaly</i>	N/A	<i>Unreasonable</i>
250, Internal Event Film	Gordon's	<i>Anomaly</i>	N/A	<i>Unreasonable</i>
Pink (2019) TVC	Gordon's	<i>Anomaly</i>	N/A	<i>Unreasonable</i>
Pangu TVC	Electrolux	<i>Anomaly</i>	Joao Canziani	<i>Unreasonable</i>
Womenwill Lead, Create Inspire	Google	<i>Creative Lab</i>	Daisy Ifama and Cornelius Walker	<i>Curate</i>
Haunt London	Phantom	<i>Direct</i>	Max McCabe	<i>COMPULSORY</i>
Mobileyes TVC	Loopies	<i>Direct</i>	N/A	<i>Top Five Films</i>
Article 13	Youtube	<i>Creative Lab</i>	N/A	<i>Creative Lab</i>
NSynth Super (Cutdown)	Google	<i>Creative Lab</i>	Max McCabe	<i>Files Collective</i>
Emmantina Houses	Google	<i>Creative Lab</i>	Max McCabe	<i>Curate</i>
How is it (music video)	Loz keystone	<i>N/A</i>	Loz Keystone	<i>COMPULSORY</i>
Speak To Go	Google	<i>Creative Lab</i>	Max McCabe	<i>Creative Lab</i>

Work History

Freelance Creative Editor 2018 - Present

As a freelance editor, he brings a wealth of creative experience, which has led to stepping up and leading creative on a number of projects including a recent TV campaign for Depop.

Compulsory Freelance Director 2014 - Present

Directed a number of music videos with COMPULSORY, most notably in 2014 for Moody Good.

Nominated at SXSW, the Berlin MVAs and the UKMVAs.

Google Creative Lab, London Principle Filmmaker 2016 - 2018

Google Creative Lab is an in-house agency focused on innovation in marketing. Here, Max directed six public-facing short documentaries for Google, as well as several internal pieces. Being in-house gave him the opportunity to be involved in projects from their inception, through creative ideation and production, all the way to final delivery.

Freelance Script Reader Development Assistant 2015 - 2016

Consulting on scripts and novels for production companies such as Working Title, BBC Wales, BigTalk, Tiger Aspect, See Saw and Vertigo Films.

Scott Free London Development Assistant 2014 - 2015

This role encompassed sourcing new material for Executive Producer Ridley Scott and providing development support to writers, directors and producers.

Therapy Films Runner 2012 - 2014

After a short time, he progressed to the role of Production Assistant.

Anomaly Runner 2011 - 2012

Skills

Max has gained experience as an Editor in a wide variety of positions in the film and advertising industries, all of which have contributed to his speciality in constructing narratives across many platforms. The strength of his skills are focused on Directing, editing, camerawork, narrative building, treatment writing and visual research.