

MAXWELL FROST

Denver, CO

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Portfolio: wolfzillaproductions.com

SENIOR VIDEO PRODUCER & AWARD-WINNING FILMMAKER

Senior video and content leader who writes for *Brandingmag*, with 14+ years creating high-impact visual storytelling for brands. Proven track record directing production teams, managing budgets, overseeing post-production, and distributing content across film, streaming, web, social, and live events. Experience spans consumer goods, outdoor, lifestyle, education, and nonprofit sectors—with awards for brand films I directed, edited, and produced.

CORE SKILLS

Video Production & Direction · Cinematography · Editing & Post-Production · Scriptwriting & Storyboarding · Brand Films & Docs · Integrated Campaign Content · Talent/Influencer Direction · Production Management · Distribution & Festival Strategy · Analytics & Optimization

TOOLS

Adobe CC (Premiere Pro, After Effects, Photoshop) · DaVinci Resolve · Avid · Blackmagic/ARRI Workflows · Frame.io · Zoom/Streamyard · Google Analytics · Asana/Monday · Salesforce

PROFESSIONAL EXPERIENCE

Creative Director & Head of Content

Wolfzilla Productions | June 2022 – January 2026

- Directed and produced award-winning feature film *Between Giants*, earning 20+ awards across 11 countries with distribution on Amazon Prime Video
- Led end-to-end brand strategy engagements, launching 3 brands across positioning, messaging, web design, and content systems
- Secured and managed video/film partnerships with Hydro Flask, Bern, Backpacker's Pantry, Four Sigmatic, BioLite, and Lezyne
- Published thought leadership articles in *Brandingmag* on filmmaking, contributing to brand authority and inbound demand
- Directed and produced brand film *LIMIT(LESS)* for Lockwood Foundation, premiering at Durango Film Festival in March

- Hosted and produced educational podcast *Choosing Fearless*, achieving a 5-star rating on Apple Podcasts

Marketing Director, North America

Bianchi Bicycles | February 2021 – June 2022

- Owned video-first content strategy across North America, producing product films, rider profiles, social spots, and long-form brand content.
- Managed a cross-functional marketing team of five and external production vendors; set budgets, KPIs, and distribution plans.
- Led integrated launches combining film, social, paid media, email, and events; earned coverage in eight major outlets.
- Scaled video-driven email and social acquisition programs, growing lists and engagement through creative content and paid amplification.
- Executed geo-targeted campaigns and live-event video production generating 2,000+ consumer leads in 48 hours.

Marketing Manager

Outdoor Retailer Trade Show | May 2018 – October 2020

- Produced 20+ on-camera video interviews to position the organization as a year-round thought leader, with brands like Patagonia and The North Face.
- Directed multi-camera shoots, managed on-site production crews, and led post-production workflows for rapid turnaround assets.
- Created exhibitor multimedia toolkits and promotional videos that improved attendee experience and Net Promoter Score.
- Planned content calendars and produced educational video series for two major events (100+ sessions, 28,000+ attendees).

EDUCATION

- Diploma, Project Management — Asean
- Graduate-Level Management Studies — Harvard Extension School
- Bachelor of Arts (B.A.), Art Education — University of Minnesota Duluth