

Maxwell Taake

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EDUCATION

Southwestern Illinois College, Belleville, IL
Digital Marketing Certificate

Expected March 2026

University of Illinois Urbana-Champaign | Gies College of Business
Bachelor of Science in Marketing – Highest Honors

Graduated May 2023
GPA 3.97 / 4.00

EXPERIENCE

Max Taake Design

Freelance Graphic & Web Designer

Columbia, IL

October 2025 – Present

- Build, design, and launch custom WordPress websites using Hostinger web hosting, collaborating with clients to deliver high-quality websites that fulfill their professional needs and goals
- Provide hands-on WordPress training to guarantee successful website management and ownership transfer for new clients
- Design original logos, graphics, business cards, and flyers using Inkscape graphics editing software, building brand identities that are cohesive and consistent across all marketing channels
- Facilitate biweekly consulting meetings covering the entire creative process, including discussing ideas, proposing drafts, listening to feedback, implementing changes, and presenting final deliverables

Taake 3 Enterprises | Scooter's Coffee

Family Franchise Support and Development

Afton, MO

June 2024- March 2025

- Helped launch family's first drive-thru coffee kiosk by applying operations management, marketing communications, and team building skills to facilitate a successful new store opening at a high-traffic location
- Completed 72 hours of store manager and barista certification at Scooter's Coffee HQ in Omaha, NE, which included hands-on training and learning from CEO, Don Eckles, and COO, Joe Thornton
- Assisted with new store opening, which involved choosing a location, setting up workstations, and stocking inventory
- Mastered daily operations, including making specialty espresso drinks, enforcing safety and sanitation standards, processing orders through the POS system, maintaining equipment, and rotating product while demonstrating core brand values

ACTIVITIES AND PROJECTS

maxiworld.io

Professional Portfolio Website

September 2024 – Present

- Created a custom WordPress website with a personal brand identity that highlights skills & experience, showcases group projects, graphic designs, and designer 3D prints made from scratch
- Developed an original website logo following the design process, including brainstorming brand associations, choosing a target audience, picking a color scheme, and drawing rough sketches before creating a final design
- Continuous implementation of organic SEO and web design principles to craft a high-quality, user-friendly portfolio optimal for professional development and freelance work

CERTIFICATES

- **Hubspot Digital Marketing Certification**
- **Google Ads Search Certification**

November 2025

October 2025

SKILLS

- **Technical:** MS Office (Expert) | WordPress (Advanced) | Hostinger (Advanced) | GIMP (Proficient) | Google Analytics 4 (Beginner) | Autodesk Fusion 360 (Advanced) | Qualtrics (Proficient)

HOBBIES AND INTERESTS

- **Music:** Indie/Alternative | Yacht Rock | Smooth Jazz
- **Sports:** Basketball | Cycling | Bowling
- **Other:** 3D printing/modeling | Coffee | Music composition | Vinyl record collection | Video games