Personal Profile

Name	Maximilian
Surname	Pawelzik
Nationality	German
Date of Birth	07 September 1996

Art Market Engagement

Art Fair Visits	Art Basel Paris (2025), TEFAF (2026)
Gallery Visits (last 12 months)	David Zwirner (Hong Kong), White Cube (Hong Kong), Gagosian (Rome), PACE (Tokyo), Perrotin (Tokyo), König Galerie (Berlin), Galerie Max Hetzler (Berlin)
Art Market Certificates	• *The Contemporary Art World* by Christie's Education • *Art Market Economics* by Christie's Education • *Art Business Certificate* by Sotheby's Institute of Art
Art Web Project	arsethumanitas.com • Writing about contemporary art exhibitions and the international art market • Sharing experiences on galleries, museums, and art fairs

Professional Experience

2026

Gallery Intern
MOUNTAINS Galerie, Berlin, Germany

- Supported gallery operations and visitor engagement
- Worked with gallery software as well as database and website maintenance
- Conducted art handling and storage, exhibition setup and dismantling

2021 – 2025

Independent Digital Marketing Consultant
Self-Employed, Remote

- Developed digital strategies and market analyses
- Managed client acquisition and long-term consulting
- Specialized in SEO, Content Marketing, Web Strategies

2020 – 2021

Junior SEO Manager
Clicks digital GmbH, Dresden, Germany

- SEO & content strategies for international clients
- Analytical reporting and cross-team communication

2019 – 2020

Online Marketing Trainee
Clicks digital GmbH, Dresden, Germany

- Worked with data bases, CMSs, digital tools

2019

Gallery & Artist Center Intern
HANGAR Centro de Investigação Artística, Lisbon, Portugal

- Assisted with exhibition production and artist coordination
- Supported gallery operations and visitor engagement
- Contributed to research, documentation, and communication

2016 – 2017

Art Festival Project Manager & Logistics Coordinator
"Zukunftsvisionen" Contemporary Art Festival, Görlitz, Germany

- Coordination of a contemporary art festival
- Artist communication, logistic planning, visitor flow management
- Scheduling, operations, and event organization

Education

2016 – 2019

Bachelor of Arts – Culture & Management (German Grade: 1.9 - equivalent to GPA 3.7/4.0)

University of Applied Sciences Zittau/Görlitz, Germany

- Focus areas: Art history, European cultural history, marketing, economics
- Project: *"Between Art and Commerce – What Makes a Gallery and Its Exhibition Successful"*

International Experience:

- Internship semester in Lisbon (HANGAR Gallery), 2019
- DAAD Go East summer program, Ukraine, 2018
- Exchange semester Vilnius University, Lithuania, 2017

Languages, Digital Skills, International Experience

German	Native
English	Professional working proficiency
Digital Tools	MS Office, Google Workspace, CRM/CMS, Canva, Jira, Slack, various digital marketing and analytics tools

Operating Systems	Windows, Android, iOS/Mac
Gallery Software	Art Galleria
Remote Work and Travel	Living and working across 30+ countries between 2022 and 2025, developing strong intercultural competencies and international networks