

Max Sheridan

Writer

Mail: max@maxsheridan.com

Mob: +46 70 965 45 46 (Sweden) / +357 96 440814 (Cyprus)

Portfolio: creative.maxsheridan.com

About Me

I'm a copy/content writer with a background in creative writing and journalism, so turning messages into compelling stories is what I do best. I'm the co-founder of Storyline Creatives, a boutique writing agency that specialized in story-driven content, and a freelance writer with over 15 years' experience developing copy and editorial content for print and web media across the globe. I work with people and businesses that want to sound as good as they look.

⚡ If you want to skip the rest and jump right into my work, here are [a few of my favorite projects](#).

Work

2021-2025

Content/SEO Writer → Centerfield Media

I worked across Centerfield verticals writing news pieces, buyer's guides, and product reviews on consumer tech and digital privacy. My writing was heavily SEO-focused, but I also had the creative leeway to pitch, research, and develop a number of deep dives and buzzier pieces on my own.

Here are a few links to my work. (The 🧑 symbol indicates an article I ghostwrote.)

[How to Turn Your Old Phone Into a Home Security Camera](#)

[Is Your Home a Magnet for Porch Pirates?](#)
[Her 6-Year-Old Spent \\$16,000 in the App Store](#)
[Twas the Night Before Christmas and the Cybercriminals Were Stirring](#)
[These Celebrity Home Security Systems Will Blow Your Mind](#) 🧙

2016-2021

Creative Director → Storyline Creatives

At Storyline, my job was to discover ideas and voices that resonated with audiences and turn them into stories that defined the brands I wrote about. I helped growing businesses and organizations – and established names like Bank of Cyprus, JCC Payment Systems and Cobalt Aero – tell their company stories across their marketing channels.

Expertise: Wellness, SaaS, Retail, Fintech

Deliverables included: website and package copy, UX writing, user stories, video scripts, social media, marketing emails, blog articles, and occasionally website design

2015-2020

Director → Write CY

Write CY was a creative writing platform I started for Cyprus-based writers and storytellers who wanted to develop their craft and share it with the community. Apart from directing the center, I also taught short story writing and creative blogging.

2005-Present

Creative Writer

When I'm not writing copy, I write fiction and journalism. I've published over 70 short stories and articles, and two novels – **Dillo** (Down and Out Books, 2018) and **God's Speedboat** (Outcast Press, 2023). Here's a link to a select bibliography: maxsheridan.com/short-fiction.

Skills

Content and UX Writing

I'm really good at hooking readers with snappy, absorbing content at any length, in any style. I have a soft spot for writing articles and website copy, but I'm just as at home with microcopy, marketing emails, video scripts, product packaging, Google ads, and more. (That "more" includes SEO titles and descriptions.)

Creative Direction

I love coming up with memorable ideas that can spark marketing and social media campaigns, and even brand identities. And I love working with passionate teams to make those ideas happen.

Storytelling

My background is in fiction and journalism, so telling company stories is second nature. I've also taught creative writing and written extensively about storytelling for the web, which comes in very handy when I need to communicate my creative choices to the teams I work with.

Visual Thinking

I'm fluent in Adobe Illustrator and Photoshop (and now Affinity Designer and Photo), which I use to create professional photo illustrations and collages for my work. I'm also a website designer, and occasionally have the chance to design the websites I write. All of which is to say that I never write a word without imagining how it will look on the page.

Education

MA in Classics, University of Illinois at Urbana-Champaign, U.S.

BA in Classics, University of Virginia at Charlottesville, U.S

Languages

English ■■■■■■■■■■ Native

Modern Greek ■■■■■■■■□□□ 70%

After Hours

I have an unhealthy obsession with typography that began after I watched the documentary **Helvetica** by Gary Hustwit. I play the guitar, make a mean sweet potato and black bean chili, and love (love!) bad Nic Cage movies.