



PROFILE

A Dubai-based creative with over a decade of experience building content departments, leading productions, and crafting compelling visual stories across the lifestyle, travel, fashion, and media industries. From setting up studios from scratch to directing multi-platform campaigns, I bring both strategic vision and hands-on craft to everything I produce. With a growing specialism in AI creation and solutions, I work with businesses across a wide range of sectors to integrate cutting-edge AI tools into their content strategies — unlocking new levels of efficiency, creativity, and scale.

MAXIMILIAN GOWER

CREATIVE CONTENT DIRECTOR

CONTACT

- Dubai, UAE
c/o Callacrew: +971 50 2454 584
info@callacrew.ae
www.maximiliangower.com

CORE SKILLS

- Direction & Production
Video & Photography
Post-Production
Content Strategy
Creative Concepting

TOOLS

- Premiere Pro, After Effects, Photoshop, Illustrator, InDesign, Capture One, Figma, AI Creation

EDUCATION

BA (Hons) Fashion Promotion
Ravensbourne University, London
2007 – 2011
Specialising in visual communication, photography, styling and brand strategy within the fashion industry.

EXPERIENCE

- 2018-2026 Digital Content Manager Mediaquest Corp - Dubai, UAE
2016-2018 Creative Producer OSN - Dubai, UAE
2016-2018 Visual Content Manager Tajawal / Almosafer - Dubai, UAE
2015-2016 Creative Production Manager Sun and Sand Sports - Dubai, UAE
2013-2015 Assistant Studio Manager MatchesFashion.com - London, UK
2011-2013 Photographer & Artworker Allegra Strategies - London, UK