



# BRIAN A. MAXWELL

**Bridging the gap between business and technology — blending sales, service, and strategy with design, development, and IT.**

## CONTACT

☎ (986) 224-0275

✉ brian@bamaxwell.com

🌐 <https://bamaxwell.com>

## CORE SKILLS

- **Sales & Marketing**
- **Customer Service** & Client Retention
- **Leadership**, Hiring, Team Management & Training
- Web Design & **WordPress Development** (Bricks Builder, ACSS, MetaBox)
- **Branding**, Digital Strategy & SEO
- IT / Networking / **Server Administration** (Hetzner, Cloudflare, Docker, RunCloud)



Dynamic professional with proven **success in sales, marketing, and customer service** alongside technical **expertise in web design, development, and IT infrastructure**. Known as a **rare hybrid** who can sell, build, and optimize.

## PROFESSIONAL EXPERIENCE

### Nigredo Invictus Website Development, Design, & Hosting

*Owner & Founder*

2025 – Present

- Founded and operate a web design & hosting agency delivering conversion-focused websites, managed hosting, and branding solutions.
- Build high-end websites using WordPress, Bricks Builder, and MetaBox with a focus on scalability and SEO optimization.
- Manage secure hosting infrastructure and deliver branding, copywriting, and strategy for client growth.
- Oversee client acquisition, proposals, contracts, and retention systems.

### Mortgage Loan Originator (NMLS #2015339)

*Fulcrum Home Loans*

2023 – Present

*Waterstone Mortgage Corporation*

2022 – 2023

- Advise clients (including veterans and self-employed) on complex mortgage scenarios, ensuring smooth closings.
- Collaborate with realtors and attorneys to generate referrals and value-added lending solutions.
- Translate complex guideline knowledge into simple, actionable strategies for clients.

### Loan Partner III/In-House MLO (NMLS #2015339)

*Waterstone Mortgage Corporation*

2020 – 2022

- Advise clients (including veterans and self-employed) on complex mortgage scenarios, ensuring smooth closings.
- Collaborate with realtors and attorneys to generate referrals and value-added lending solutions.
- Translate complex guideline knowledge into simple, actionable strategies for clients.

### Licensed Real Estate Agent & Office/Sales Manager

*Team 1 Realty*

2017 – 2019

- Represented buyers/sellers in real estate transactions, Managed transaction coordination and timelines, ensuring compliance and client satisfaction.
- Hired, trained, and led inside sales team while implementing CRM and outbound systems.