

Jackson Kuffel

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Education

BUFFALO STATE UNIVERSITY

Bachelor of Science, Business Administration (Marketing Concentration) May 2024

Bachelor of Arts, Television and Film Arts May 2024

- Dean's List Award recipient, 2020-2024
- Relevant coursework: Principles of Marketing, TV & Film Criticism, Consumer Behavior, Senior Television Pilot Production, Business Communication, International Marketing, Marketing Management

Professional Experience

GP:50 Grand Island, NY

Marketing Communications Associate April 2024–

- Head creator of social media and materials content from design to distribution
- Handler of logistics for all company tradeshow including booth graphics design
- Analytical researcher across Google Analytics, Meta Business Suite, and LinkedIn

APPLY Oceanside, CA

Special Projects Manager (Remote) Jan 2024–Sep 2024

- Managed interns in conducting market research
- Conducted market research and analysis that resulted in a company pivot towards governmental/enterprise integration and a focus on underrepresented job-seekers

WEGMANS FOOD MARKETS, INC. Buffalo, NY

Customer Service Representative August 2019–April 2024

- Trained across multiple departments in providing excellent customer service in collaboration with team members
- Served as lead overseer for department closing shifts including employee training after hours

MUSEHUB Buffalo, NY

Owner & Director April 2022–

- Director/lead creator across full production process of commercial and wedding content
- Lead collaborative multi-year deal with a nonprofit to develop video content for branding their vision and highlighting their community projects
- Produced a highlight video for recovery efforts relating to the 2022 Buffalo Tops Shooting in collaboration with multiple religious organizations

Technical Expertise

Adobe Suite, Google Analytics 4, Video Production, Graphic Design, Sony Camera Systems

Additional

Muriel A. Howard Honors Program & Alpha Lambda Delta Honors Society Member, 2020-2024; HubSpot Certified in Inbound Marketing, Digital Advertising, SEO, and more; DP on Television and Film Arts' Senior Pilot; author of a novel and feature film script