

## **Jackson Kuffel**

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## **Education**

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### **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**

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### **GP:50**

Marketing Communications Associate Grand Island, NY  
April 2024–

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

### **APPLY**

Special Projects Manager (Remote) Oceanside, CA  
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.**

Customer Service Representative Buffalo, NY  
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**

Owner & Director Buffalo, NY  
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**

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

## **Additional**

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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