

Jackson Kuffel

430 Country Parkway, Williamsville, NY 14221 • kuffeljc@gmail.com • (716) 713-1489

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, Consumer Behavior, Sales Management, International Marketing, Strategic Management, Marketing Management

Professional Experience

APPLY

Oceanside, CA

Special Projects Manager (Remote)

January 2024–

- Manage 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
- Developed a branding strategy for adding value and education to job-seekers working through the immigration process

MUSEHUB

Buffalo, NY

Owner & Director

April 2022–

- Trained a freelance collaborator to proficiency in video production and Adobe editing
- Closed a year-long 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

WEGMANS FOOD MARKETS, INC.

Buffalo, NY

Customer Service Representative

August, 2019–

- Trained across multiple departments in providing excellent customer service and coordinating with team members on projects

Technical Expertise

Adobe Editing Suite, Microsoft Office, Video Production, Market Research, Cinematography

Additional

Muriel A. Howard Honors Program & Alpha Lambda Delta Honors Society Member, 2020-2024

Personal Accomplishments: DP on Television and Film Arts' Senior Pilot, author of a novel and feature film script, past volunteer for Filter of Hope to provide clean water in Guatemala