

## **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**

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)

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–

- 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, Microsoft Office, Video Production, Market Research, Historical Research Writing

### **Additional**

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Muriel A. Howard Honors Program & Alpha Lambda Delta Honors Society Member, 2020-2024; Dean's Award for Excellence recipient, 2024; DP on Television and Film Arts' Senior Pilot; author of a novel and film script; past volunteer for Filter of Hope