# 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 tradeshows 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
- 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

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