

Brenden L. Kucken

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Objective:

Hardworking and flexible individual with a bachelor's degree in marketing seeking a position in creative/digital marketing with opportunities to grow.

Education:

Oakland University, Rochester, MI
Bachelor of Science in Marketing
GPA 3.82

Graduation: December 2022

Skills:

- Microsoft Office
 - Excel
 - Word
 - PowerPoint
- Adobe Suite
 - Macintosh and PC
 - Semrush
- Google Suite
 - 3DVista
 - MailChimp

Work Experience:

Douglas Marketing Group, Troy, MI
Videographer/Digital Coordinator

May 2021 – Present

- Participate in the development of our clients' brands, beginning with working directly with the client to achieve their brand goals, working with leadership to develop marketing strategies, and producing effective deliverables.
- Create numerous forms of content (video, graphics, virtual tours) to suit a specific client's needs.
- Assisted in coordinating numerous large projects, with my responsibilities ranging from participating in crucial client meetings to keeping track of internal progress on client deliverables.

Shelby TV, Shelby Township, MI
Video Production Intern

April 2019 – May 2021

- Operated Production Grade Cameras on shoots for use on television and YouTube.
- Created Motion Graphics using Adobe After Effects to be used in both special, and everyday productions.
- Edited news stories, news packages, and special programs to be aired on television.
- Worked on a state-of-the-art production truck to cover live events, such as football games and township events on a team.

Certifications/Achievements:

Oakland University Honors College

2019 – 2023

- Selected as an Honors College Student based upon high school GPA, and subsequently required to maintain college GPA.

Semrush SEO and Social Media Marketing Certified

2023 – 2024

- Completed courses through Semrush for both SEO Fundamentals and Social Media Management. Certifications expire in April of 2024.