

Brenden Kucken

(586)-536-5077

www.bkuckenmarketing.com

kuckenb7@gmail.com

Overview:

Hardworking, intuitive, 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
 - Social Media
 - Semrush
- Airtable
 - 3DVista
 - EmailOctopus

Work Experience:

Hall Financial, Troy, MI
Marketing Coordinator

July 2023 – January 2025

- Manage Hall Financial and David Hall social media calendars, produce graphics and videos for educational, entertainment, or demand generation purposes, and adapt future plans based on monthly results.
- Develop and execute realtor-focused marketing strategies, including customizable materials, event email campaigns, and a weekly market insights email ("Real Estate Rundown").
- Lead realtor relationship building through digital marketing consultations, event coordination, a new social media series ("Beyond The Listing"), and content creation for Home Loan Advisors.

Douglas Marketing Group, Troy, MI
Videographer/Digital Coordinator

May 2021 – June 2023

- Participated 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.
- Created 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.