

# RAYNA WATSON

## Digital Marketing & Project Coordinator

Lincoln, NE | raynawatson@gmail.com | 347-730-3847 | Portfolio: raynawatson.com

### PROFESSIONAL SUMMARY

Marketing Coordinator and digital storytelling professional with experience coordinating and executing marketing initiatives for mission-driven organizations. Proven ability to manage project requests, marketing calendars, timelines, and communication workflows while creating engaging content across digital platforms. Strong writer with hands-on experience supporting website updates, social media, email communications, and community-focused storytelling. Motivated by purpose-driven work that strengthens community connection, youth engagement, and organizational impact.

### SKILLS

Digital Marketing, Content Creation and Strategy, Social Media Management, Email Marketing (Mailchimp), WordPress, Canva, Photoshop, SEO fundamentals, DaVinci Resolve, Microsoft Office, Google Workspace

### EXPERIENCE

#### Digital Marketing & Project Coordinator (Contract)

##### Ahman Green Brand & Foundation Initiatives | 2020 – Present

- Coordinated and executed marketing initiatives supporting athlete-led brand, community programs, and youth-focused initiatives.
- Managed marketing project requests, timelines, calendars, and communication workflows across internal and external stakeholders.
- Created and supported content for social media, email communications, website updates, and digital storytelling efforts.
- Maintained website content and supported digital communication platforms to ensure clarity, accuracy, and brand consistency.
- Gathered and helped shape mission-focused stories highlighting community impact, partnerships, and program outcomes.

#### Digital Marketing & Project Coordination

##### Check Engine Studio | Lincoln, NE | 2025 – Present

- Coordinated multiple marketing projects simultaneously, managing timelines, deliverables, and communication across clients and partners.
- Designed and maintained WordPress websites with usability and accessibility considerations.

#### Senior Chat Associate

##### Allstate Corporation | 2008-2025

- Interpreted and applied company policies, procedures, and regulatory requirements while supporting customers in a high-volume digital environment.
- Selected to participate in a cross-functional internal innovation competition focused on community support
- Contributed to copy development, messaging, and presentation materials for a mission-driven concept selected as the 2024 competition winner.

### EDUCATION

University of Nebraska–Lincoln

Bachelor of Journalism, Broadcast Journalism & Advertising (Public Relations emphasis)