

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)