

RAYNA WATSON

Digital Marketing & Project Coordinator

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PROFESSIONAL SUMMARY

Marketing Coordinator and digital storytelling professional with experience coordinating and executing marketing initiatives for mission-driven organizations, athlete-led brands, and community-focused programs. 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 websites, social media, email communications, podcasts, and livestreams, with a focus on community impact, youth engagement, and organizational goals.

SKILLS

Digital Marketing & Content

- Digital marketing coordination, campaign execution, and content strategy
- Copywriting, blogging, and storytelling
- Social media management and scheduling
- Email marketing and newsletters (Mailchimp, Constant Contact)
- Community engagement and mission-driven messaging

Web, Design & Accessibility

- WordPress website management (Divi, Elementor)
- Canva and Adobe Photoshop
- SEO fundamentals and content optimization
- Accessibility-aware content and layout practices

Streaming, Podcast & Digital Media

- Podcast and livestream production support, including recording, coordination, and distribution
- Livestream setup and production support (OBS Studio, Streamlabs)
- Scene management, overlays, audio sources, and troubleshooting
- Basic video editing (DaVinci Resolve)

Project Coordination & Tools

- Project requests, marketing calendars, and timelines
- Cross-functional and vendor communication
- Asset coordination, brand consistency, and guest outreach
- Microsoft Office and 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.

Founder & Digital Marketing Project Coordinator

Check Engine Studio | Lincoln, NE | 2025 – Present

- Founded and operate a digital marketing studio supporting small businesses, nonprofits, and community-focused initiatives.
- Coordinate digital marketing projects from concept through execution, managing timelines, deliverables, and client communication.
- Design, build, and maintain WordPress websites using Divi and Elementor with attention to usability, accessibility, and content organization.
- Create digital marketing assets using Canva and Adobe tools to support campaigns, storytelling, and brand presence.

Founder & Creative Director

CAW Creative | 2016-Present

- Led creative and marketing projects for nonprofits, community organizations, and small businesses.
- Developed branding, visual assets, and written content to support outreach, engagement, and storytelling goals.
- Coordinated project timelines, deliverables, and client communication across multiple creative initiatives.
- Supported digital storytelling and campaign development aligned with mission-driven objectives.

Senior Chat Associate/Staff Policy Document Specialist

Allstate Corporation | 2008-2025

- Interpreted and applied company policies, procedures, and underwriting guidelines related to life insurance products.
- Researched and resolved complex policy inquiries requiring investigation and regulatory compliance.
- Provided product information, new business policy status, contract options, and policy requirements to agents and customers.
- Explained underwriting guidelines, coverage options, and policy restrictions with accuracy and clarity.
- Utilized multiple internal systems simultaneously in a high-volume, regulated environment.
- Consistently met or exceeded departmental performance metrics and quality standards.
- Selected to participate in Allstate's Good Hands Start internal innovation competition, contributing to messaging, copy development, and presentation materials for a mission-driven concept focused on community support and recovery.

EDUCATION

University of Nebraska–Lincoln

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

CERTIFICATIONS

Digital Marketing Certificate, Chegg Skills

Sales Growth Certificate, eCornell

Adult CPR & First Aid Certification