



**NADIA  
WATSON**



**MARKETING COMMUNICATIONS  
MANAGER**

**CONTACT**



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**PROFILE**

I am a versatile and experienced social media marketing strategist as well as a confident communicator who is recognized for exceptional research, writing, production, and presentation skills.

**EXPERIENCE**

**MARKETING COMMUNICATIONS MANAGER  
CAL STATE LA | NOV 2019 - PRESENT**

- Responsible for day-to-day project management & communications, i.e. creating innovative marketing content (print, newsletters, online, social media, etc.) Supervise marketing team, develop schedules, and maintain deadlines.
- Produced college's first annual report within first month of employment.
- Supports mission by developing social media marketing strategy & analyzing metrics, progress, and value of marketing. Leads redesign efforts and works collaboratively with senior staff to develop & execute MarCom strategy, ensuring brand consistency across all channels.

**PR MANAGER/DIRECTOR OF BUSINESS DEVELOPMENT  
HILTON & HYLAND | FEB 2017 - NOV 2019**

- Pitch, write, and edit creative content and produced a short film promoting the company's founders and origins.
- Manage social media & paid campaigns. Led brand development for agents & properties.
- Supervise, analyze, & interpret PR agencies & web metrics to inform strategic content updates & SEO returns related to real estate & entertainment industry.
- Proactively assist in developing comprehensive integrated marketing campaigns to increase web traffic, revenue & profits. Helped prepare quarterly reports.

**CONTRIBUTOR**

**HUFFINGTON POST | SEP 2015 - JAN 2017**

- Research & write human interest stories in publication's house style. Prepare scripts & video content with title cards. Ensure work is well written, accurate, & meets deadlines. Up to date with trends relevant to audience.

**EDUCATION**

**BACHELOR OF SCIENCE, MAJOR IN COMMUNICATIONS  
ST. JOHN'S UNIVERSITY | 2011 - 2015**

- Discover the World 15-Week Program: Paris, Rome, Seville
- Concentration in International Relations

**SKILLS**

- Adobe Creative Suite, Google Analytics, Facebook Advertising
- Public Relations, Integrated Marketing Campaigns + Branding
- Written & Verbal Communications + Mailchimp
- Social Media Marketing + SEO
- Project Management
- Pre/Post Production