

Anna Watson

Content Marketing Specialist

Creative marketing and communications professional with experience executing social media, multimedia, and written content for professional sports and retail brands. Skilled in brand storytelling, digital strategy, and performance analytics that drive audience engagement and strengthen brand voice. Positive team player with a proactive mindset and passion to achieve results that impact clients and team members alike.

WORK EXPERIENCE

Social Media Content Creator & Manager **March 2025 – Present**

Once Upon a Child, Exton, PA

- Develop and execute organic social media campaigns showcasing kids' apparel, toys, and equipment to drive in-store traffic and promote new arrivals and events.
- Produce short-form video, photography, and written copy across Instagram, Facebook, and TikTok, averaging 2K+ views per post while strengthening brand voice and engagement.
- Research product trends and seasonal demand to create relevant, audience-focused content that supports store promotions.
- Track engagement analytics and platform insights to optimize content performance and inform future strategy.

PR & Social Media Assistant **February 2024 – September 2024**

Reading Fightin Phils (Phillies Double-A affiliate) Reading, PA

- Created social media content, promotional graphics, and short-form video to support marketing campaigns and fan engagement initiatives for a 165K+ combined platform audience.
- Wrote website copy, game recaps, and promotional content while maintaining a consistent brand voice across digital channels.
- Managed a social media content calendar aligning posts with team promotions, events, and ticket campaigns.
- Worked cross-functionally with front office members to develop content strategies and multimedia campaigns.
- Conducted research on players, team storylines, and league trends to develop engaging digital content.

Editor-in-Chief **May 2022 – May 2023**

The Voice Student Newspaper, Bloomsburg, PA

- Led production of 14 print publications, overseeing editorial workflows and multimedia storytelling.
- Edited and refined written content from a team of writers, ensuring clear messaging, accuracy, and brand consistency.
- Conducted interviews with student athletes, producing feature articles for publication's sports section.
- Managed writers, editors, and designers while coordinating deadlines in a fast-paced publishing environment.

CONTACT

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SKILLS

Technology Skills:

- Adobe Photoshop
- Adobe InDesign
- Canva
- CapCut
- Facebook
- Google Suite
- Instagram
- TikTok
- WordPress

Techniques:

- Brand Voice
- Content Strategy
- Copywriting & Editing
- Cross-Functional Collaboration
- Graphic Design
- Multimedia Storytelling
- Media Relations & PR
- Social Media Marketing

EDUCATION

Bloomsburg University of PA

Bachelor of Arts

Major in Media & Journalism

Minor in Studio Art, Graphic Design

Bloomsburg, PA – May 2023

GPA: 3.880; Magna Cum Laude

AWARDS

Bloomsburg Department of Media & Journalism

Outstanding Student Award in Journalism 2023

OTHER

- Served as a Media & Journalism Student Ambassador
May 2022 – May 2023