





JEANIE Watson

BRANDING MANAGER AND SOCIAL
MEDIA STRATEGIST

CONTACT

 (812) 832-2545 / (463) 277-6124

 hi.clikgraphic@gmail.com

 Greenfield, Indiana

 LinkedIn.com/clikgraphic

EDUCATION

INDIANA WESLEYAN
UNIVERSITY

DIGITAL MARKETING SCIENCE

- Professional Certificate

ACADEMY OF ART
UNIVERSITY

ADVERTISING

- Bachelor of Art

CERTIFICATIONS

- Google Ads Search Certification
- Google Analytics Certification
- Hubspot Email Marketing Certification

OBJECTIVE

Dedicated and motivated marketing professional seeking an opportunity to contribute. Eager to leverage my skills in digital marketing and my passion for branding to make a highly-beneficial and relevant impact.

WORK EXPERIENCE

Branding Manager and Social Media Strategist

CLIKGRAPHIC

CALIFORNIA AND INDIANA

2008 - 2025

During the 2000s, I specialized in crafting online spaces for small businesses in Santa Cruz California. The focus was customer engagement and retention, utilizing social media pipelines. I also managed and led ongoing technical and marketing training for business owners and leaders; developing custom workshops on subjects such as Facebook business/ads, Google ads, SEO, other promotional activities, iOS apps and tools, and small business online bookkeeping.

Currently, Clikgraphic manages digital marketing campaigns and designs social media strategy frameworks and branding for small businesses in Hancock County, Indiana, and beyond.

Read more about Clikgraphic at: clikgraphic.store

Apparel Merchandising Manager and Buyer

TRAIL HOBO

NASHVILLE, IN

2015 - 2019

Independent retail store in Brown County, specializing in outdoor apparel and equipment. In my role, focusing on trends, sales, promotions, marketing, trade shows, and supply chain was essential.