

Hello, I'm Caitlin Watson.



Marketing Director - Peach Cobbler Factory

PROFILE

Creative and motivated communications professional with experience in social media, customer service, and project coordination. Known for being dependable, people-focused, and strong in both verbal and written communication. I thrive in fast-paced environments, stay organized, and bring a positive, team-oriented mindset to every role while always looking for opportunities to learn and grow..

EXPERIENCE

Marketing Director | 2024 - Present

THE PEACH COBBLER FACTORY

- Lead creative and strategic brand direction across dozens of franchise locations nationwide.
- Manage influencer partnerships, develop content calendars, and oversee social media
- Coordinate photo/video shoots and execute marketing campaigns for new store openings.
- Collaborate with franchisees, corporate teams, and vendors to ensure consistent, effective branding.us.

Content Creator | 2025 - Present

LIVEINITALYMAGAZINE

- Create culturally rich and visually engaging content highlighting Italian lifestyle, travel, fashion, and cuisine

CONTACT

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SOCIAL

Facebook 

Instagram 

Twitter 

Youtube 

EDUCATION

Media Production Management and Tecnnology

University of Florida
2019-2025