

Betsey M. DiSanza

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Portfolio: nextcubeoverinc.com

SKILLS TOOLBOX

- Adobe Creative Suite
Indesign, Illustrator, Photoshop
- Presentation Software
PowerPoint, Google Slides, Prezi
- Project Management Software
Asana, Workzone, Workfront
- Word Processor Platforms
Microsoft Word, Google Docs
- Content Management Systems
SharePoint, Canva, Squarespace
- Website Design
Shopify, Wix, Figma

INDUSTRY EXPERIENCE

- B2B and B2C
- Financial Services
- Healthcare
- Non-Profit
- Retail
- Staffing
- Technology

EDUCATION

- Bachelor of Arts
University of South Florida
*Mass Communications,
Public Relations*

Innovative graphic designer with 15+ years of experience creating impactful designs for digital and print. Expertise in brand identities, marketing materials, packaging, presentations, and user-friendly web/mobile interfaces. Proficient in Adobe Creative Suite and skilled at collaborating with clients and teams to deliver high-quality solutions on time.

EXPERIENCE

• PROGRAM CONTENT MANAGER

Colorado Access | October 2020 - December 2024

Implemented a new content development and content storage practice improving project turnaround time by 25%

Spearheaded the strategy for creating and delivering presentations across the organization, driving consistency and impact

• FOUNDER + CREATIVE DIRECTOR

Next Cube Over Inc. | August 2006 - Present

Strategically redesigned multiple clients' websites, with an average traffic growth increase of 31%

Successfully managed over 50 design projects from concept through completion for clients, valued at \$20,000 to \$80,000

• GRAPHIC DESIGN CONSULTANT

Creatives on Call, Creative Circle | February 2017 - Present
Supported multiple clients, including:

Salesforce by creating graphics for multiple learning "trails" and designing Google Slides for high-level company needs, helping to solidify the brand

Fifth Third Bank by designing strategic graphics for their marketing campaign, resulting in an overall 31% increase in engagement

Marriott Bonvoy by collaborating with key stakeholders, ensuring compliance and aligning the deliverable with the client's vision

The Rucks Group by creating engaging graphics for their presentations and email newsletter, resulting in a 13% increase in open rate

• CONTENT AND BRAND MANAGEMENT + GRAPHIC DESIGN

Kforce Inc. | May 2014 - February 2024

Managed Kforce's firm-wide content and served as a control function for the organization, increasing overall brand consistency

Built high level presentations for C-Level executives and strategic clients, resulting in an 80% win rate

• GRAPHIC DESIGN + WEB-BASED COMMUNICATION SPECIALIST

YMCA of the Suncoast | August 2010 - April 2014

Guided the print, web and voice re-branding of the national Y brand on the local level, boosting overall brand image

Manage the YMCA Association website, event calendar and social media, increasing Facebook engagement by 32%