

# 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%