

bets

about me

Call me a thinker, a what-if-er or a creative. **A jack-of-all-trades that knows a lot of tricks and is a treat to know.** Call me a walking mixed metaphor. Call me a Sherpa or Team Mom because I'm an integral team leader that wants to learn something new every day and always share what I know. Call me a Miller High Life because I've got high standards but a low ego.

I'm an inquisitive senior-level creative that asks a lot of questions, finds a lot of answers and then solves problems with simple and purposeful design.

Hi. Call me Bets.

Let's Chat!

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Senior Art Director The Marketing Arm | Dallas, Texas

5/2012 - Present

I work on new business pitches, internal communications, videos, content, branding, websites, event design and more. It's made me a more versatile creative and I've embraced a broader understanding of storytelling and brand-building. Throw a creative need at me and I can handle it with skill and success.

Senior Creative Agent MyBrandDirect for Brand Agent | Dallas, Texas

4/2011 - 6/2012

MyBrandDirect was a web-to-print tool and I was a creative consultant for our clients. I defined the products and user interaction of a client's web-to-print site, which included print design, production, strategy, problem-solving, light website design, client management and many other roles as needed.

Group Lead Graphic Designer Caesars Entertainment Corporation | Las Vegas, Nevada

1/2011 - 3/2011

I was hired to create and lead a design team in a new design department, and establish the groundwork for high-end design projects. I created the kick-off design piece, to introduce our new team's capabilities to the organization. I helped lead a large hiring and evaluation initiative to build a successful design department.

Senior Designer MGM Resorts International | Las Vegas, Nevada

1/2007 - 1/2011

During my 4 years with CityCenter, I branded Crystals retail and entertainment district, ARIA Resort & Casino and Vdara Hotel and Spa, as well as developed and executed marketing messages for each. My team branded over 16 dining venues within the campus, and created user experiences for the casino, resort and employees.

I also created ad campaigns for Crystals retail and entertainment district and Luxor Las Vegas, while participating in continuous branding and marketing efforts for Circus Circus Las Vegas, Mandalay Bay and Treasure Island.

Education

The Creative Circus | Atlanta, Georgia
Graphic Design

2005

Arkansas State University | Jonesboro, Arkansas

Speech Communication, Emphasis on Business Administration
with a Minor in Graphic Design

2002

experience