

CAT CALSETTA

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PROFESSIONAL PROFILE:

Highly-motivated professional with 15 years of progressive experience in graphic design/UX, marketing, and communications, exhibiting exceptional interpersonal and communication skills, sound judgment, and strong initiative to successfully achieve program objectives.

Core competencies include:

Marketing – Print, web, social media, radio

Graphic Design/User Experience

Presentation Development, Professional Communications

Data Collection, Compilation, Reporting, and Analysis

Company Branding – Logo design, literature, advertisement

Community Event Coordination

Strategic Planning/Business Development

Department Administration – Purchasing, budget, contracts

WORK EXPERIENCE:

Florida Crystals, West Palm Beach, FL

January 2023 - Present

IT Performance & Communications Senior Analyst

Performing a combination of IT communication, performance measurement, IT marketing, and strategy roles for Florida Crystals, a leading domestic sugar producer, and supporting IT functions of ASR Group International, Inc., the world's largest refiner and marketer of cane sugar. Primary job functions include: Leading, maintaining, and improving IT performance management, ensuring IT value is measured and effectively communicated; developing and formatting metrics tracking; improving cadence, style, and content of IT communications as well as executive and functional IT Lead presentations and messaging; working with several steering committees on messaging and presentations; consulting on PMO projects; scheduling and creating quarterly IT Town Hall meetings to relay important updates and provide organizational and industry education to IT staff; creating, updating, and managing content on internal, external, and leadership IT intranet pages; and other duties as needed.

Health Care District of Palm Beach County, West Palm Beach, FL

June 2017 - Present

Community Engagement Specialist

Currently supporting a fast-paced, high-pressure environment for the Health Care District of Palm Beach County, a special taxing district that serves as a healthcare safety net to fill in gaps in access and health care services. The District covers the entire county of Palm Beach and provides services such as 166 public school nurses; oversight of the county's trauma system and two aeromedical helicopters; a public, teaching hospital in the Glades; a skilled nursing facility in Riviera Beach; over 10 federally qualified community health centers including one dedicated to medication-assisted treatment for opioid addiction; pharmacy services; healthcare coverage programs, and more. Primary job functions include: online marketing including website maintenance and social media content building, scheduling, and monitoring; graphic design, ordering/printing, and distribution of promotional items and informational print material for patients, partners, and employees; internal communications including the creation of flyers and signage as well as scheduling, monitoring, and updating digital signage on TV monitors in multiple locations across the District (SnapComms); creating purchase requisitions, tracking purchases and payments for all Communications budget items (promotional items, advertisements, subscription services, professional services, outside printing) and monitoring the department's budget; working with Legal to establish and/or renew vendor contracts; project and event coordination for internal and external entities; and assisting with logistics and execution from start to finish. Routinely called upon for ad-hoc projects requiring critical thinking and problem solving in short time suspenses.

The Glades Initiative, Inc., Belle Glade, FL

July 2016 – June 2017

Program Coordinator

Led and coordinated programs for a highly utilized nonprofit community resource center in the Glades (Belle Glade, South Bay, and Pahokee) that provides both direct services and referrals to residents in need. Oversaw Glades Area Food Bank program, supplying 11 food banks and 2 soup kitchens; maintained monthly reports on expenses, donations, and distribution; and drafted ask letters and reports for the Town of Palm Beach United Way. Worked with interns and volunteers to coordinate Cooking Matters courses: free six-week classes that taught participants to shop and prepare healthy meals on a budget. Developed and distributed a weekly electronic newsletter communicating health and human service-related events/resources in the Glades to over 2,000 subscribers. Created web and print marketing materials, and maintained company website.

Florida Community Health Centers, Inc. (FCHC), West Palm Beach, FL

October 2012 - July 2016

Program Development Associate

Versatile position for a nationally recognized, federally qualified community health center with 11 locations in around Lake Okeechobee. Responsibilities included program development and marketing, business development (grant proposals), marketing/advertising, graphic design, and event planning/coordination. Assisted the Director of Program Development with grant proposals and funding, community outreach, and program marketing efforts to attract donors and new patients, increase the number of patient encounters, and disseminate information to the public. As a graphic designer, created visually compelling products for print, web, social media, and broadcast media. Print and publication products included posters, banners, flyers, informational handouts, lawn signs, press releases, and newspaper advertisements. Redesigned company brochures, letterhead, and online branding (still in current use). Created a strong online presence, maintained and updated the company website and social media accounts, marketed company brand and events for target audience. Created and produced short-length video clips featured on the website. Broadcast media marketing included newspaper, public television, and radio advertisements. Position also entailed event planning/coordination to attract donors and the general public to corporate and community outreach events.

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Everglades Area Health Education Center, West Palm Beach, FL

July 2008 - October 2012

Tobacco Cessation Coordinator

Multi-faceted position for a Tobacco Smoking Cessation and Prevention program for the State of Florida. Responsibilities included health-related data collection, entry, compilation, analysis and reporting on all tobacco cessation/prevention programs throughout the State (approximately 60+ classes in 10 counties). Sanitized data of sensitive patient information in compliance with HIPAA regulations, then compiled data and developed quarterly reports to the State. Prepared documents, presentations, and forms for quarterly facilitator trainings, then administered training to Tobacco Cessation Prevention coordinators, hospital grant staff, and other outside entities. Developed and maintained relationships with Tobacco Cessation executive director, scheduling, marketing and delivering cessation classes, and coordinating health fairs and community events. Also trained office staff (management/administrative), and developed an office manual that included position descriptions, responsibilities, and standard operating procedures.

EDUCATION AND PROFESSIONAL DEVELOPMENT:

Bachelor of Arts (B.A), Graphic Design/Illustration, Florida Atlantic University, Boca Raton, FL

Certifications: Foundations of User Experience (UX) Design – Google (2022); Start the UX Design Process: Empathize, Define, Ideate – Google (2022); Conduct UX Research and Test Early Concepts (2022); Build Wireframes and Low-Fidelity Prototypes (2022); Create High-Fidelity Designs and Prototypes in Figma (2022); SEO Foundations – LinkedIn (2020); Office 365 - Outlook Essential Training (2020); Office 365 - PowerPoint Essential Training (2020); Office 365 – Word Essential Training (2020).

Software Proficiencies: Adobe Creative Suite (Photoshop, Illustrator, InDesign); Web management software/CMS (Filezilla, eCom, Forte Interactive, WordPress, Yahoo Site Solutions); Social media management software (Sprout Social, Facebook Business Manager); Microsoft Office Suite (Word, PowerPoint, Excel, Publisher, Outlook); eFinance360; SharePoint 2016 & 2019.

Language Proficiency: English; elementary Spanish

REFERENCES AVAILABLE UPON REQUEST