



MEGHAN BARTZ

CREATIVE DIRECTOR

Contact

Phone:
630.379.9247

Email:
HeyMegBee@gmail.com

Portfolio:
HeyMegBee.com

Education

B.A. Fine Arts/Graphic Design

Illinois Institute of Art
Schaumburg, IL

Certifications

Hootsuite Certification

June 2024

Key Skills

- Adobe Creative Suite
- Print & Digital Design
- WordPress Design & Management
- Leadership & Team Management
- Creative Strategy Development
- Project Management
- Cross-Functional Collaboration
- Client Relationship Management
- Workflow & Process Optimization
- Campaign Analysis & Optimization
- Prepress Production

Meet Meghan

Accomplished creative director with a versatile career spanning web and print design, user-centered marketing and team management. Skilled in strategic vision and detailed execution, I thrive in leading teams through diverse, deadline-driven projects from conception to completion. With a focus on detail and a collaborative mindset, I deliver innovative and engaging marketing solutions that stay within budget.

My Professional Experience

Digital Marketing Manager • Universal Beauty Products

April 2023 - Present

- Lead the creative vision and digital strategy for six distinct beauty brands including planning all creative assets needed for social media marketing, email marketing, billboard marketing, photo and video shoots, influencer collaborations and Wordpress website design and management
- Mentor a team of six multidisciplinary creatives, fostering an innovative, collaborative, and results-driven work environment
- Direct paid search and social media campaigns for four brands, helping to boost website sales by 350%, retailer sales by 13%, and overall brand growth by 50% for two struggling brands within a year, with campaigns averaging 12 million impressions, 6 million unique users and 4,000 clicks monthly
- Collaborate with cross-functional teams to ensure all creative marketing aligns with business objectives and brand standards
- Leverage data insights to analyze campaign performance and optimize strategies, enhancing brand impact and product sales in a fast-paced industry

Assistant Print Manager & Graphic Designer • SCI

August 2021 - April 2023

- Developed and integrated comprehensive SOPs, workflows, proofing system and file organization for newly established print department; Trek Bicycles, a key client, found it so effective that they adopted it and mandated compliance from all their print partners
- Designed and produced visually engaging wall graphics, laminates, window coverings, and signage for educational institutions, dispenserries, fine dining and quick service restaurants, translating brand values into impactful visuals
- Managed multiple production jobs, from digital proofing to print production and installation, ensuring timely completion and effective communication across departments
- Partnered with the VP of Sales and Marketing to design and produce internal marketing materials, including tradeshow assets, copywriting, social media, and email campaigns

Graphic Designer & Office Manager • Golden Graphics & Signs

August 2020 - August 2021

- Developed creative designs for a variety of media, including business cards, flyers, vehicle wraps, signage, menus, and promotional products, tailored to client vision and budget
- Managed the prepress production process by taking precise measurements, creating and reviewing proofs, setting up prepress files, and ensuring accurate color matching to guarantee high-quality print results
- Installed vehicle wraps, building signage, and other graphics, ensuring high-quality application and client satisfaction
- Led the coordination and execution of client installations, providing a seamless and professional client experience from start to finish
- Handled all administrative tasks, including organizing proposals, generating quotes, managing client communications, and maintaining office records



MEGHAN BARTZ
MARKETING DESIGNER

My Professional Experience (continued)

Senior Graphic Designer & Project Manager • Identity Dental Marketing

March 2016 - August 2020

- Created tailored logo concepts, website designs, social media graphics, and print materials based on client needs; presented and refined designs until client approval
- Directed website projects from start to finish, including designing layout, managing Wordpress developers, ensuring quality control, implementing SEO, troubleshooting tech issues and launching fully responsive websites
- Streamlined proof approval process for a more professional appearance and ease of use for Identity's clients
- Developed and strengthened Identity Dental Marketing's brand through impactful marketing and design aligned with company's identity

Art Director & Production Manager • Shockwaves Promotional Apparel

November 2006 - March 2016

- Led the art and pre-press department and the production departments, managing a team of 10+ screen printing professionals to consistently deliver high-quality printed products within strict deadlines
- Optimized the proof approval, prepress, and production scheduling processes to ensure a seamless transition from client approval to production, allowing for a more efficient production schedule
- Engaged with clients daily to discuss proofs, artwork and production timeline, resolving issues and building strong client relationships
- Created multiple award-winning designs recognized in the screen printing industry's international annual competition

Founder & Creative Lead • Twisted Fuse Design Company

January 2007 - Present (formally Meowza Design, re-branded in 2020)

- Established a freelance marketing business that empowers small businesses to accelerate their brand development and marketing spanning a variety of methods, using a diverse range of strategies and insights to fit within their budget and vision

