



# 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
- WordPress Design & Management
- Leadership & Team Management
- Creative Vision & Marketing Strategy
- Project Management
- Cross-Functional Collaboration
- Client Relationship Management
- Print & Digital Design
- Workflow & Process Optimization
- Campaign Analysis & Optimization

## About Me

Dynamic and results-driven Creative Director with over 18 years of experience translating strategic vision into powerful creative across web, print, and digital media. Proven track record of leading cross-functional teams and developing innovative campaigns that drive brand growth, engagement, and measurable ROI. Recognized for cultivating collaborative, high-performing creative cultures and consistently delivering impactful, on-brand solutions—on time and on budget. Equally adept at big-picture strategy and hands-on execution, with a passion for creative excellence under pressure.

## Professional Experience

### Digital Marketing Manager • Universal Beauty Products

April 2023 - Present

- Led the creative vision and digital strategy for six distinct beauty brands, contributing to and overseeing the design and production of assets for social media, email marketing, billboards, photo/video shoots, influencer collaborations, and WordPress website design and management.
- Mentor and lead a team of six multidisciplinary creatives, cultivating an innovative, collaborative, and results-oriented work culture.
- Direct paid search and social campaigns across four brands, resulting in a 350% increase in website sales, 13% growth in retailer sales, and 50% brand growth for two previously under-performing brands—campaigns average 6M impressions, 4M unique users, and 4,000 clicks per month.
- Partner with cross-functional teams to ensure creative executions align with overarching business goals and brand identity.
- Utilize data insights to evaluate campaign performance and continuously optimize strategies, driving greater brand awareness, engagement, and product sales in a competitive market.

### Assistant Print Manager & Graphic Designer • SCI

August 2021 - April 2023

- Spearheaded the setup of SCI's in-house print department, developing comprehensive workflows, SOPs, and file organization systems, ensuring smooth collaboration across teams and high-quality production standards.
- Created a design proofing system that significantly improved accuracy and efficiency, which was so effective that Trek Bicycles, one of SCI's top clients, mandated its adoption across their entire network of print partners.
- Managed end-to-end production for all print projects, overseeing the creation of digital proofs, file preparation, and final production to ensure deadlines, budgets, and client specifications were met. Collaborated across departments to deliver all components of each order seamlessly.
- Partnered with the interior design team to produce custom wall décor, including banners, channel letters, vinyl applications, table laminates, and signage for educational institutions, while ensuring design specifications and brand standards were consistently followed.
- Ensured precision in file setup, preparing print files to specific item requirements (e.g., setting bleeds for vinyl murals) and adhering to strict brand guidelines from top clients such as McDonald's, Burger King, and Trek Bicycles.
- Collaborated with the VP of Sales and Marketing to design and produce all internal marketing materials, including tradeshow assets, copywriting, social media, and email campaigns, driving brand awareness and customer engagement.



**MEGHAN BARTZ**  
CREATIVE DIRECTOR

## Professional Experience (continued)

### **Graphic Designer & Office Manager • Golden Graphics & Signs**

August 2020 - August 2021

- Designed custom creative assets across multiple mediums, including business cards, flyers, vehicle wraps, signage, menus, and promotional products—each tailored to client brand, goals, and budget.
- Managed end-to-end prepress production, taking accurate site measurements, preparing and reviewing proofs, setting up print-ready files, and ensuring precise color matching for high-quality print execution.
- Installed a wide range of graphic materials, including vehicle wraps and building signage, delivering polished, professional applications with a strong focus on detail and client satisfaction.
- Coordinated and executed client installations, ensuring a seamless process from scheduling and preparation through final delivery, with a consistent focus on service and professionalism.
- Oversaw key administrative operations, including creating proposals and quotes, managing client communications, and maintaining organized records to support workflow efficiency and customer satisfaction.

### **Senior Graphic Designer & Project Manager • Identity Dental Marketing**

March 2016 - August 2020

- Worked directly with dental clients to pitch design concepts and guide projects from kickoff to completion, creating custom brand assets including logos, websites, social media graphics, and print materials tailored to their unique goals and vision.
- Designed all creative deliverables presented to clients, while also managing the full website production process—including layout design, collaborating with WordPress developers, implementing SEO, conducting quality control, troubleshooting technical issues, and launching fully responsive websites.
- Revamped the proofing and approval workflow, improving the professional presentation and streamlining communication between internal teams and clients.
- Strengthened Identity Dental Marketing's brand identity by developing marketing materials, website design and design assets that clearly reflected and elevated the company's values and market positioning.

### **Art Director & Production Manager • Shockwaves Promotional Apparel**

November 2006 - March 2016

- Oversaw both the art/prepress and production departments, leading a team of 10+ screen printing professionals to deliver consistently high-quality results under tight deadlines.
- Streamlined proof approval, prepress workflows, and production scheduling, significantly improving turnaround times and ensuring a smooth handoff from client sign-off to final output.
- Served as the primary point of contact for clients, managing daily communication around artwork, proofs, and production timelines while resolving issues promptly and fostering strong, lasting relationships.
- Designed multiple award-winning graphics recognized in the screen printing industry's leading international competition for creativity and execution.