



MEGHAN BARTZ

GRAPHIC DESIGNER

Contact

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Portfolio:
HeyMegBee.com

Education

B.A. Fine Arts/Graphic Design

Illinois Institute of Art
Schaumburg, IL
2003-2006

Key Skills

Adobe Creative Suite



Microsoft Office



Wordpress



Search Engine Optimization



Quickbooks



Leadership & Management



Communication & Organization



About Me

Dynamic and innovative graphic designer with 17+ years experience seeking to cultivate my skills in team management, web, user-centered and print design, marketing, digital marketing and management of simultaneous creative projects from inception to execution. Enthusiastic, flexible and detailed multitasker with exceptional written, collaborative and verbal communication skills who thrives in a deadline-driven environment with an emphasis on working within budget requirements.

Professional Experience

Digital Marketing Manager • Universal Beauty Products

April 2023 - Present

- Manage and oversee digital marketing efforts for six brands including planning all creative assets needed for social media marketing, email marketing, photo and video shoots, influencer collaborations and Wordpress website design
- Lead a team of six multi-faceted creative professionals to foster a collaborative, genuine, and creative work environment
- Collaborate with cross-functional teams to review all planned creative marketing to ensure they align with overall business goals and objectives.
- Analyze key performance indicators (KPIs) to assess campaign effectiveness and make data-driven decisions for continuous improvement.

Graphic Designer • SCI

August 2021 - April 2023

- Design wall graphics and custom table laminate designs for K-12 schools and universities, fitting within their brand guidelines
- Manage simultaneous production jobs from digital proofing to finishing, with tight deadlines and multi-departmental tasks and communication
- Coordinated with VP/Sales to design and produce internal marketing assets, such as tradeshow materials, copywriting, social media, and email campaigns
- Created all SOPs, workflows, proofing system and organization for print department recently added to company

Graphic Designer • Golden Graphics & Signs

August 2020 - August 2021

- Conceptualize logo and print designs, and vehicle wraps to coincide with client's vision and budget while ensuring brand consistency
- Develop creative designs and content for various media and industries, including menus, business cards, flyers, mailers, and promotional products
- Schedule and coordinate client installations with vendors and production team, providing a seamless client experience
- Manage incoming and outgoing proposals, quotes, client communication, and invoices

Senior Graphic Designer & Project Manager • Identity Dental Marketing

March 2016 - August 2020

- Developed industry-specific logo concepts, website designs, social media graphics and content & printing projects, based on client's focus; presented design concepts to clients, made necessary edits prior to client approval
- Directed website projects from start to finish, including designing layout, managing Wordpress developers, ensuring quality control, implementing SEO, troubleshooting issues and launching fully responsive websites
- Streamlined proof approval process for a more professional appearance and ease of use for Identity's clients
- Enhanced Identity Dental Marketing's brand with effective marketing and designs mirroring company's brand style



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Professional Experience (cont.)

Art Director & Production Manager • Shockwaves Promotional Apparel
November 2006 - March 2016

- Oversaw design and pre-press department and managed screen printing production team of 13+ employees to ensure high-quality, consistent finished product on time and according to client proofs & expectations
- Interacted with clients daily regarding proofs, artwork, production timeline, questions or issues, and developed camaraderie and rapport with clients
- Designed several award-winning designs in screen printing industry's international yearly competition

Freelance Graphic Designer • Twisted Fuse Design Company
January 2007 - Present (formally Meowza Design, re-branded in 2020)

- Establish and manage a freelance graphic design business that assists companies in escalating brand development and marketing, utilizing expertise acquired from years in the creative industry