

George Bartz

I'm a designer, developer, and digital marketer with a passion for building things and helping people.

gb@georgebartz.com georgebartz.com Virginia Beach, VA



Experience

UX/IA Contractor Kitchen Cabinet Manufacturers Association 2022-2023

- Led the rebuild of KCMA's website and member database, including the solution architecture, UX design for the admin and front-end, and content migration.
- Developed a custom integration and SSO between Drupal and Salesforce.
- Provided training and documentation for KCMA staff to manage and maintain the new website.

Digital Strategy Contractor Manhattan Associates 2022-2023

- Developed global form strategy to enhance insights into product interest, target accounts, and campaign effectiveness for the ABM team.
- Provided UX strategy across multiple teams to increase engagement and conversions across their email, landing page, and website platforms.
- Contributed to website optimization efforts to increase page performance and form submissions.
- Supported agency relationships during the implementation of a new DXP and migration to GA4, ensuring successful project delivery and meeting business requirements.

Fractional CMO Acronym Investment (Startup) 2022-2023

As Chief Marketing Officer at Acronym Investment, I led the development and implementation of brand and marketing strategies for our portfolio of companies.

Kush Kitchen

- Led a rebrand to reposition and redesign the brand identity for their niche and ensure consistency across all channels.
- Launched the Kush Kitchen product line in California, which was sold in 30+ dispensaries and won 1st place at the Farmer's Cup for "savory tincture."

Misty Mountain

- Repositioned the brand to better resonate with the target audience and updated the brand image and materials to be consistent across all channels.
- Launched the first full-gram hash rosin-infused cartridges ever in California, which were sold in over 50 dispensaries across the state.
- Within the first year, we secured the largest dispensary in California as a vendor, leading to an increase in brand awareness and sales.

Hempsourcer

- Designed the solution architecture for a CMS to manage products from all over the world.
- Collaborated with an agency to set up Hubspot as our CRM utilizing Zapier integrations.
- Successfully launched Hempsourcer and onboarded 100+ products across 5 countries.

President Wonder Dog Creative 2020-2022

Wonder Dog Creative is a creative marketing agency with a focus on branding, marketing strategy, and execution. My role as president included pitching and acquiring new business, managing clients, creative direction, and all things digital.

Green Energy Partners

- Worked on a team to develop a new brand positioning and identity.
- Designed and developed a custom WordPress website to enhance the brand story and initiatives.

King Street Oyster Bar

- Designed a new brand identity for a new oyster bar in Northern Virginia.
- Designed and developed a custom WordPress website that made it easy for King Street Oyster Bar to update menus, hours, and announcements.

MAT Inc

- Designed and developed a custom website for MAT Inc, a government contractor focused on project management and strategic planning for various contract vehicles.

Marketing UX Lead, Cvent 2015-2020

- Led a team of designers to build an atomic component library.
- Organized and led design sprints to implement new website features and components.
- Collaborated with the content strategy team to create a new solution architecture for our website.
- Managed and maintained the front-end development for the CMS.
- Served as a liaison between Cvent and our external implementation agency, Elevated Third.
- Provided training to marketing staff to enable them to create/update content in Drupal.
- Led capacity and resource management exercises to get approval for in-house Drupal support.
- Interviewed and hired overseas and US-based Drupal developers.
- Partnered with the conversion rate optimization team to develop and track A/B tests.
- Spoke at our annual user conference, teaching event planners the fundamentals of web design.
- Implemented “Beer and Bourbon” sessions where all marketing executives came together to discuss future goals and plans for our digital properties (after hours, of course).

Education

Master of Fine Arts, Graphic Design 2019
George Mason University

Bachelor of Fine Arts, Graphic Design 2011
George Mason University

Digital Design I & II, Design Foundations 2007
Advanced Technology Center

Achievements

Conference Speaker, Event Website Design 2019 - 2021

Cvent Innovator of the Year 2017

Adjunct Professor, George Mason University 2013-2016

#13 r/typography post of all time 2015

Outside of Work

Adventures with my family

Playing guitar / going to concerts

Playing board & card games

Small side projects to learn new tech