

Elizabeth Felker



Phone:
(630) 207-9828

Email:
definelulu@gmail.com



Skills

Graphic Design



Marketing



Social Media & SEO



Copywriting



Customer Service



Strategic Planning



Analytical Thinking



Education

Bachelor of Science, Psychology

Ashworth College, Minor Focus in Digital Marketing and Programming, Present

Google Marketing Certifications

Google Analytics, Google Adwords Search, Google Tag Manager, and Fundamentals of Digital Marketing Certification, Updated

Hubspot Marketing Certifications

Content Marketing, Digital Marketing Social Media Marketing, and Email Marketing, Updated

Semrush Marketing Certification

Content Marketing and SEO Fundamentals with Eric Enge, Updated

Sololearn Technical Certifications

JavaScript, HTML, and CSS, Updated

Awards

Team Member for Fourth Quarter 2007 for Admin Team at Whole Foods Market

Team Member of the Year 2007 at Whole Foods Market

Awarded three S.H.A.R.E. awards for exceptional work AdventHealth

Professional Summary

Driven, productive, and positive left-brained creative professional offering over 20 years of success in many areas of expertise. Exceptional communication skills with a strong ability to adjust for demands. Has remote experience creating and writing advertisements, blog posts, social media content, and web content. Has collaborated with clients to create custom branding collateral solutions such as; logos, print materials, user interface, templates, and web design. Advanced technical understanding including; SEO, CRM, Google Analytics, AdWords, and more. Comprehensive knowledge of multiple industries and actively seeking a corresponding remote or hybrid role.

Employment history

Graphic Design & Marketing Specialist, Definelulu.com

Dallas, Texas Nov. 1998 – Present Remote, Self-Employed

- Currently under freelance contract with a NDA Gaming Company, Hotghostwriter.com, and Killworthy.org
- Has worked under freelance contracts with companies such as; Whole Foods Market, Evian, Gamestop, Tampax, The Humane Society of Louisiana, Red & Ko and more
- Responsible for designing and creating visual content for marketing and advertising campaigns including graphics, videos, animations, and other multimedia elements
- Collaborated with marketing and social media teams to develop and implement effective online marketing strategies that boosted conversion rates and leads
- Designed and maintained various companies social media platforms, creating engaging content and interacting with customers
- Utilized web programming and e-commerce software to design and implement online storefronts for promotional campaigns
- Outperformed contract expectations by consistently surpassing goals, milestones, and deadlines

Project Support & Visual Merchandising, Target

Eules, Texas Mar. 2017 – Aug. 2017 Full Time, Seasonal Project

- Assisted with the overnight conversion of new store design and branding, including the placement of prices and signs, construction of displays, and organization of inventory
- Maintained accurate inventory records and ensured proper branding throughout the store
- Supervised and managed a team of workers engaged in delegated projects, ensuring timely and efficient completion of tasks
- Contributed to the overall success of the store by maintaining a clean, organized, and visually appealing environment

Marketing & Community Relations Specialist, Whole Foods Market

Hinsdale, Illinois Aug. 2010 – Aug. 2012 Hybrid, Full-Time

- Ensured the successful execution of marketing campaigns, including the development of creative content and the coordination of activities and initiatives
- Scheduled and managed demonstrations, classes, and events, ensuring the smooth and successful delivery of all programs
- Arranged off-site events independently and in partnership with other organizations, to raise awareness of the brand and to increase sales conversions
- Created new educational and marketing programs to support the expansion of the brand
- Developed branded products and gift baskets to extend the market range and reach new customers
- Lead teams in converting merger stores into new branding identity
- Developed and executed strategies that increased basket size, generated increased department revenues, and decreased needed marketing budgets through organic marketing

Materials Management Specialist, AdventHealth

Greater Chicago Area, Illinois Jun. 2001 – Sep. 2003 On Site, Full-Time

- Oversaw the daily management of medical supplies and inventory, ensuring that all necessary items were in stock and properly accounted for
- Processed and inputted data entry information, maintaining accurate and up-to-date records of inventory levels, transactions, and other relevant information
- Collaborated with department staff, including doctors and nurses, to resolve inventory issues and ensure the smooth operation of the department
- Improved ordering processes by revamping and streamlining ordering sheets, reducing errors and improving efficiency
- Anticipated the needs of other departments and proactively addressed them, minimizing disruption and improving customer satisfaction