

# Elizabeth Felker

Graphic Designer | Marketer | Publishing Specialist

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DFW Texas  
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Efficient and innovative left brained creative with 15+ years of experience in the publishing and marketing industries. Proven expertise in leading design initiatives, optimizing multi-channel marketing campaigns, and enhancing user experiences across digital platforms. Demonstrated success in increasing customer engagement and sales through data-driven strategies and cross-functional collaboration. Skilled in e-commerce solutions, project management, and branding, with a strong focus on delivering measurable results.

## Work Experience

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**UX/UI Product Manager** · Bold Books Publishing · Remote

Jan '23 - Present

- Leads end-to-end design initiatives across book interiors, covers, branding, websites, and promotional assets, ensuring cohesive visual identity and seamless reader experience across digital and print platforms.
- Designs and optimizes multi-channel marketing campaigns (ads, email, video promos), leveraging platforms like Klaviyo, MailerLite, Flodesk, and social channels to increase engagement, conversions, and sales.
- Develops and manages e-commerce and author websites (Shopify, Squarespace, Wix, WordPress, GoDaddy etc, raw-code HTML, CSS, and JavaScript builds), conducting audits, A/B testing, and UX improvements to boost discoverability and repeat customer purchases.
- Implements data-driven decision making, pulling and analyzing reports, running performance audits, and applying insights to refine campaigns, optimize storefronts, and improve customer journeys.
- Collaborates with publishing and executive teams as a hybrid PA/creative partner, coordinating project milestones, assisting with KDP/AWS publishing operations, and supporting business efficiency through virtual assistance and cross-functional task management.

**Freelance Book Designer & Formatter** · HotGhostWriter · Remote

Jan '23 - Jan '25

- Conceptualized and produced 80+ innovative cover designs, leveraging market research insights and competitor analysis
- Orchestrated the design and formatting process for book covers (including; ebook, paperback, hardback case laminate, and audiobook designs) and interiors, leading to an increase in author satisfaction and positive feedback on design consistency
- Directed client consultations to tailor design blueprints to their unique requirements and project milestones, resulting in a decrease in project completion timelines and an increase in revenue generation for the author
- Orchestrated cross-functional collaboration among project managers, production teams, editors, writers, and designers to streamline workflow processes, resulting in a reduction in project turnaround time

**Designer & Marketer** · Definelulu · Remote

Jan '98 - Present

- Creates innovative branding and marketing campaigns for a diverse client portfolio, collaborating with cross-functional teams to elevate brand recognition and expand market share
- Engineers and executes comprehensive visual content strategies, creating graphics, video, animation, and multimedia assets that have strengthened conversion performance and expanded overall brand visibility
- Champions the rollout of online marketing campaigns and the deployment of design initiatives, to raise conversion rates and generate qualified leads

- Utilizes social listening tools to monitor brand sentiment and competitor activity, enabling proactive reputation management and timely response to emerging issues
- Develops custom e-commerce solutions to enhance user experience of online storefronts; implementing A/B testing strategies, resulting in an average of 18% increase in repeat customer purchases
- Outperforms goals by consistently meeting or exceeding deadlines, milestones, and targets, resulting in an measurable increases in project efficiency

### **Marketing & Community Relations Specialist** · Whole Foods Market · Hybrid

Jan '06 - Jan '08

- Spearheaded the strategic initiative to convert merger stores into a fresh branding identity, leading to an improvement in local brand recognition
- Developed and implemented customer engagement and organic marketing strategies that increased average basket size and drove meaningful growth in key department performance
- Planned and delivered over 60 product demonstrations and training sessions, deepening customer understanding and contributing to a 24% increase in product adoption rates
- Organized 10 high-engagement off-site events, independently and in collaboration with community organizations, enhancing brand visibility and driving increased sales conversions
- Awarded team member for fourth quarter 2007 for Admin team and Awarded team member of the year for 2007

### **Certifications**

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**Google Certifications (Ad Search, Analytics, Tag Manager) | Google**

**HubSpot Certifications (Content Marketing, Email Marketing, SEO Fundamentals) | HubSpot**

**Sololearn Certifications (HTML, CSS, and JavaScript) | Sololearn**

### **Links**

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**LinkedIn Profile** [www.linkedin.com/in/elizabeth-felker-definelulu/](http://www.linkedin.com/in/elizabeth-felker-definelulu/)

**Personal Portfolio Website** [www.definelulu.com](http://www.definelulu.com)

### **Skills**

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E-commerce Platforms · Digital Strategy · Conversion Rate Optimization · Content Management Systems · Google Analytics · User Journey Mapping · Agile Methodologies · Customer Relationship Management (CRM) · Marketing Automation Tools · SEO · Brand Strategy · A/B Testing · Analytics · Asana · Canva · Figma · GoDaddy · Illustrator · Javascript · Shopify · Slack · Squarespace · Trello · Webflow · WiX · WooCommerce · WordPress · Zendesk · Zoom · Adobe Suite (Photoshop · InDesign) · ClickUp · Monday · Showit · Flodesk · Klaviyo · MailerLite · HTML/CSS