

Elizabeth “Lulu” Felker

Graphic Designer | Marketer | Publishing Specialist

✉ definolulu@gmail.com ☎ 630.448.0872 📍 Dallas, Texas

🌐 <https://www.linkedin.com/in/elizabeth-felker-definelulu/>

Skills & Strengths

- Positive, resilient, and adaptable
- Believes in research, organization, and time management
- Practices compassion, active listening, and effective communication
- Balances creativity while adjusting for feedback and criticism

Experience

Book Cover Designer & Interior Formatter [3/2023 - Present] HOTGHOSTWRITER.COM » FREELANCE

- Conceptualized and produced 50+ innovative cover designs, leveraging market research insights and competitor analysis
- Orchestrates 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
- Directs 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
- Orchestrates 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 [11/1998-Present] DEFINELULU.COM » SELF-EMPLOYED

- Creates innovative branding and marketing campaigns for a diverse client portfolio, significantly elevating brand recognition and market share
- Engineers and executes comprehensive visual content plans, crafting graphics, videos, animations, and multimedia assets that have driven an average of 20% increase in conversion rates and an average 10% expansion in brand awareness
- Champions the development and implementation of targeted online marketing campaigns with marketing and social media teams; that successfully elevates conversion rates and generates leads
- Leverages social listening tools to monitor brand sentiment and competitor activity, enabling immediate reputation management and crisis response, reducing average negative mentions by 28%
- Develops custom e-commerce solutions to enhance user experience of online storefronts; implementing A/B testing strategies, resulting in an average of 20% 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 [6/2006 - 3/2008] WHOLE FOODS MARKET » HYBRID

REMOTE

- Spearheaded the strategic initiative to convert merger stores into a fresh branding identity, leading to a remarkable 20% improvement in brand recognition and a 7% growth in market share within three months
- Engineered and executed customer engagement tactics and organic marketing, resulting in elevating basket size by 18% and increasing targeted department revenues by 12%
- Orchestrated and coordinated over 60 product demonstrations and training classes, resulting in a 40% increase in customer engagement and a 25% rise in product adoption rates
- Organized 10 high-engagement off-site events, independently and in collaboration with community organizations, enhancing brand visibility and driving a 25% increase in sales conversions
- Awarded team member for fourth quarter 2007 for Admin team and Awarded team member of the year for 2007

Technical Skills

- Adobe Suite Programs (Photoshop, Illustrator, InDesign)
- Remote Tools (Asana, Slack, Figma, Trello)
- Content Management Systems (Wordpress, Wix, Hubspot)
- Technical Knowledge (HTML, CSS, Analytics, Colorspace)

Certifications

- Google Certifications (Ad Search, Analytics, Tag Manager)
- Hubspot Certifications (Content Marketing, Email Marketing, SEO Fundamentals)
- Sololearn Certifications (HTML, CSS, and Java Script)