

Hi. I'm Elizabeth Felker.

Design and marketing have always been a passion of mine and I am glad I can share my passion with you.



I am a left-brained creative based out of Texas, living my best life with my two dogs and partner.

I have more than twenty years of experience in branding and marketing.

I come pre-packaged, capable of visualizing, planning, researching, managing, coordinating, and executing any vision no matter how detailed the input is.



I craft graphic design and branding that instantly connects with the viewer.

Visual communication has it's trends but the best designs stand up against the test of time. Creating collateral materials with this in mind is essential to staying competitive.

Graphic Design and Logos

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Branding and Identity



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STYLE ATTRIBUTES

SWANK CLASSIC URBAN HARDY ARTISAN



COLOR PALETTE



FONT FAMILY

HEADER FONT - **BERNIER**
 SUBHEADING - **BERNIER**
 SHADE
 TEXT - **NOTO SERIF**

CLARK & LAKE PRODUCT, LOGO, AND BRANDING DESIGNS

BRANDED GUIDELINES, PACKAGING DESIGNS, LOGO ASSETS, AND OTHER COLLATERAL MATERIALS REFLECT IDENTITY OF CLARK & LAKE BREWERY.



STYLE ATTRIBUTES

SOFT ORGANIC FLORAL CLASSIC FRESH



COLOR PALETTE



FONT FAMILY

HEADER FONT - **BLACKRIVER**
 SUBHEADING - **ADVENTURER**
 TEXT - **MILKSTORE**

REDWOOD TEA PRODUCT, LOGO, AND BRANDING DESIGNS

BRANDED PRODUCTS, LOGO ASSETS, AND OTHER COLLATERAL MATERIALS THAT REFLECT THE IDENTITY OF REDWOOD ORGANIC TEA COMPANY.

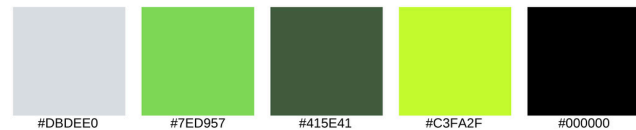


STYLE ATTRIBUTES

TRENDY URBAN FRESH BOLD CLEAN



COLOR PALETTE

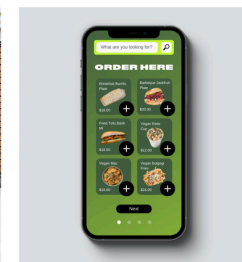


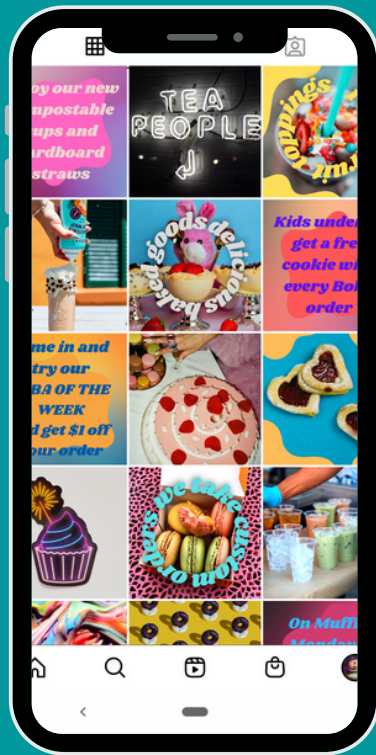
FONT FAMILY

Header Font - **Bernoru Ultra**
 SUBHEADING - **BRIGHTWALL**
 Text - **Liberation Sans**

FOOD TRUCK BRANDING DESIGNS

Food truck branding designs including; short form copy, full menu design, application UI, truck wrap and branded supplies.





Successful digital and social media marketing requires pleasing the eye and the mind.

I offer marketing strategy, social media management, content creation and optimization, copywriting, conversion rate optimization, and email marketing.

Marketing Planning

Without a good plan, you might just be spinning your wheels and seeing zero results.

Name: Sam
Age: 18-25
Occupation: College student and part-time office assistant
Income: \$35,000
Location: Urban
Interests: Passionate about social justice, sustainability, and animal rights, active on social media and online platforms, seeks opportunities for activism and advocacy
Behaviors: Frequently shares ethical content, engages with other bloggers and influencers, supports funding campaigns and volunteers
Goals: Attends protests and rallies, engages in discussions and campaigns, and actively supports ethical brands and organizations

Name: Fran
Age: 60+
Occupation: Comfortably Retired
Income: \$67,000
Location: Suburban
Interests: Spending time with family, finding niche cultural experiences, seeks more social experiences
Behaviors: Cares deeply for animals, interested in companionship and emotional support, values trust and reliability, often donates to causes
Goals: Enjoys reading newspapers and magazines, listens to radio shows, participates in senior community centers, seeks opportunities for personal well-being, interested in legacy giving requests, attends charity galas and fundraising events

Name: Alex
Age: 35-45
Occupation: Business Owner
Income: \$100,000
Location: Urban
Interests: Going out to trendy places, enjoys being seen by peers, always looking for opportunity
Behaviors: Professional, interested in corporate social responsibility, wants to align with socially conscious organizations, values networking opportunities
Goals: Attends industry conferences and events, participates in business networking groups, seeks partnerships with non-profit organizations, will sponsor fundraising events, looks for tax-deductible donation options

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 World Wildlife Fund Drive 9am-10pm	4 In Store Whole Body Talk 5pm-6pm	5	6	7	8 Woman's Day Sale 8am-10pm
	11 In Store Whole Body Talk 5pm-6pm	12 Buy a Flower Plant a Flower 8am-10pm	13	14 In Store Thursday Nutrition Talk 5pm-6pm	15 St. Patty's Potato & Beer Tasting 10am-8pm
	18 In Store Whole Body Talk 5pm-6pm	19	20 Spring Flowers Sale 8am-10pm	21	22
	25 In Store Whole Body Talk 5pm-6pm	26	27	28 In Store Thursday Nutrition Talk 5pm-6pm	29
Local Food Group Meetup 7pm-9pm					

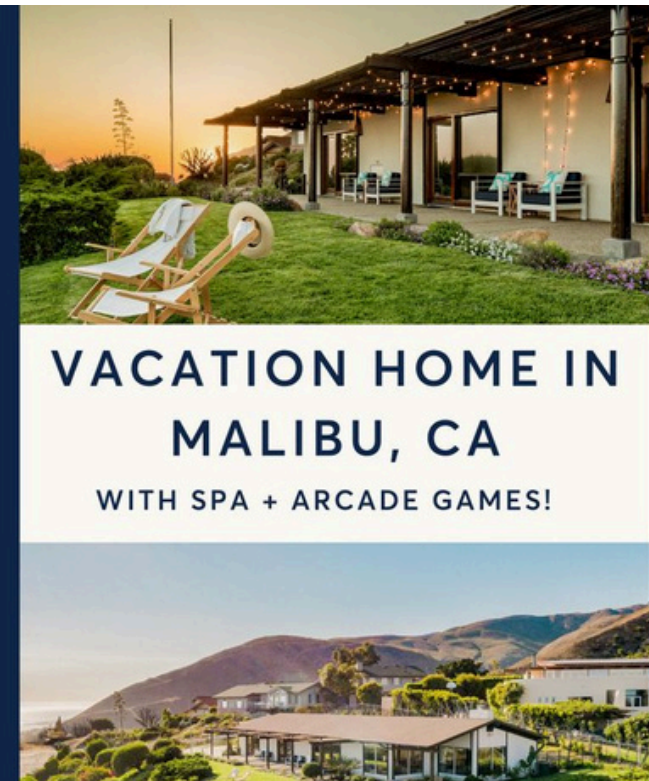
EVENTS CALENDER
500 E Ogden Ave
Hinsdale, IL 60521
(630) 986-8500

Get Your Flu Shot Today	illness, especially in young children, older adults, and people with chronic health conditions. The good news is that our flu shots are safe...
Winter Joint Pain?	Tips and Tricks to Reduce this Season's Joint Pain Winter is coming, and for many people, that means joint pain. The cold weather can make joints stiff and sore, and if you have arthritis, the pain can be even worse. But there are things you can do to reduce...
Thanksgiving Recipes	Plan a Thanksgiving Feast Without the Guilt We know that most hospitals aren't known for their delicious food, but we consistently receive high ratings for our award winning menu plans.
Health	Save Big on Healthcare Services We've put together a collection of delicious... Are you looking to save money on healthcare services? Look no further, we're offering discounts on a wide range of services.
Health Check	Join us this Weekend at Our Health Fair That means 5% off your copay if you're a member of At DuPage Adventist Health System, we believe in providing compassionate care to all our patients. We are a network of full-service hospitals spread across the Chicago Suburbs, providing top-notch healthcare services.
Health Tips	Stay Healthy This Winter Come visit us today because winter health is important. Winter is just around the corner, with it comes the potential for getting sick. But don't worry, we've got you covered! Here are a few winter wellness tips to help...

Social Media and Digital

70% of all goods
in the U.S. is moved
by truck

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EVERY INFORMATION WITH MORE WORDS

www.bravefeminineleadership.com

Host Name

Speaker Name	Speaker Name	Speaker Name	Speaker Name	Speaker Name	Speaker Name
Speaker Name	Speaker Name	Speaker Name	Speaker Name	Speaker Name	Speaker Name
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Speaker Name	Speaker Name	Speaker Name	Speaker Name	Speaker Name	Speaker Name

Festival of Inspiration

TIME / DATE

Festival of Inspiration

Empower your mind: Break Free from Limitations and Believe in Possibilities

JOIN OUR 3 WEEK FESTIVAL AND INDULGE IN EXCLUSIVE INTERVIEWS FROM BRILLIANT LEADERS.

STREAM ON DEMAND, JUST LIKE NETFLIX!

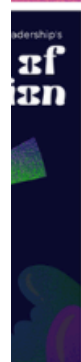
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Festival of Inspiration



“ Does this support the life I am trying to create ”

-- Interview at the Festival of inspiration

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INFORMATION

TIME / DATE

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Festival of Inspiration

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“ Does this support the life I am trying to create ”

-- Interview at the Festival of inspiration

Creating effective design and marketing takes more than raw talent.

It takes a strategic understanding of how to integrate fundamental principles while keeping updated with current technology.

Qualifications & Accolades

All certifications are kept up to date and more certifications are added every year.



Certified Google Digital Marketer

- Google Analytics Certification
- Google Adwords Certification and more



Hubspot Certified

- Digital Marketing Certification
- Social Media Marketing and more



Other Technical Certifications

- SEMRush Marketing Certification
- JavaScript Certification and more



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Email Marketing
Samples

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Metrics
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Resume



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if you would like more samples or just want to send me all your delightful anecdotes just shoot me a message at definolulu@gmail.com, I am pretty friendly.



The Official Digital
Home of Elizabeth
Felker