

Elizabeth Felker

Email and Lifecycle Specialist

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I am an email specialist, designer, and digital marketer with a demonstrated proficiency in creating and refining email lifecycle programs, such as welcome flows, nurturing sequences, marketing campaigns, and retention tactics that boost interactions and sales. Proficient in A/B testing, audience segmentation, automation systems, scheduling and performance analysis to increase open, click-through, and client retention rates. Focused on high-performing email experiences that are in line with brand identity and customer journey objectives by combining data-driven decision-making with strong UX/UI and graphic design expertise. Additionally, knowledgeable about integrating e-commerce, working across functional boundaries, and producing quantifiable lifecycle marketing outcomes.

Skills

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

Work Experience

UX/UI Product Manager · Bold Books Publishing · Remote

May '24 - 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.

Designer & Marketer · Definelulu · Remote

Nov '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

Freelance Book Designer & Formatter · HotGhostWriter · Remote

Mar '23 - Mar '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

Marketing & Community Relations Specialist · Whole Foods Market · Hybrid

Jun '06 - Mar '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

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

LinkedIn Profile

www.linkedin.com/in/elizabeth-felker-definelulu/

Personal Portfolio Website

www.definelulu.com