



Louise Calvento

Visual Marketing Specialist/ Illustrator
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Experiences:

- Tieks By Gavrielli

Visual Marketing Specialist

April 2019-Dec 2025 Culver City/CA

- Multidisciplinary creative responsible for end-to-end visual execution across brand, packaging, and digital marketing.
- Designed and executed visual assets for marketing, packaging, merchandise, and social media
- Created illustrations, set designs, photography, and edited content for digital campaigns
- Developed mockups and production files for overseas manufacturing
- Supported social media strategy through creative design and AI-assisted content creation
- Designed branded marketing emails aligned with campaign goals and visual identity
- Ensured brand consistency across all customer-facing visuals

-SkyDance Animation

Mentorship Program (Mentee)

July 2020- October 2020

- Selected from thousands of applicants for a competitive animation mentorship program featuring one-on-one critiques

- WavHello

Children's book Illustrator

May 2018-Dec 2018 Los Angeles/CA

- Developed 6 fun and charming Children's Books with the aim to educate and brighten Kid's faces.

Skills Checklist:

- ✓ Photo Editing & Retouching
(Adobe Photoshop)
- ✓ Packaging & Product Design
(Adobe Illustrator)
- ✓ AI-Assisted Creative Content Creation
- ✓ Email Design
(Marketing Campaigns)
- ✓ Social Media Content Design
- ✓ Illustration (Print & Digital)

Education:

- Cal State University of Northridge
Bachelor Degree in Arts
Fall 2015-Fall 2017

- Pasadena City College
Associates in Humanities
Fall 2012-Spring 2015