



# Louise Calvento

Visual Marketing Specialist/ Illustrator

Email: Lcalvento.1218@gmail.com

Website: Louisecalvento.com

## Experiences:

### - Tiefs 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

May2018-Dec2018 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  
Fall2015-Fall2017

-Pasadena City College  
Associates in Humanities  
Fall2012-Spring2015