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| Luisa Calle  CREATIVE PROJECT MANAGER & DESIGNER | [luisafcalle@gmail.com](mailto:luisafcalle@gmail.com) • (786) 239-8912  [LinkedIn](https://www.linkedin.com/in/luisacalle/) • [luisafcalle.com](http://luisafcalle.com/) • Miami, FL |

Creative professional with expertise in logo and brand identity, print and web design, packaging design, and event management. Proven ability to conceptualize and execute creative ideas, manage multiple projects simultaneously and meet tight deadlines. Proficient in leading design teams and delivering visually stunning and effective marketing and advertising campaigns. Strong background in project management and process improvement, with experience in leading cross-functional teams and implementing go-to-market strategies. Proficient in overseeing development of new brand and executing event booth construction, design, and setup. Highly effective communicator with the ability to present and defend design decisions to stakeholders and clients.

TECHNICAL PROFICIENCIES

Adobe Photoshop | Adobe Illustrator | Adobe Indesign | Adobe Dreamweaver | Adobe Lightroom | Microsoft Word | Microsoft Powerpoint | Microsoft Excel | Microsoft SharePoint | HTML | CSS | Smartsheet | Bynder | Google Suite

CAREER EXPERIENCE

Graphic Design Manager | Costa Farms, Miami Jan 2022 – Present

Spearhead the development of the new Costa Farms brand in partnership with the brand director and a creative agency. Organize and execute the Costa Farms booth construction, design, setup, breakdown, scheduling, transportation, and participation for the 2022 Tropical Plant International Expo, Cultivate and the International Floral Produce Association. Work closely with project management teams to incorporate creative design into overarching project timelines, resulting in a seamless integration of design and project management. Manage and develop the brand for product that included creating tags and signage for use in major retail stores such as Walmart, Home Depot, and Lowe's. Perform graphic and brand work to promote product on major e-commerce platforms, including Amazon, HomeDepot.com, Walmart.com, and Wayfair. Develop and update packaging/unboxing experience to align with the new brand for the direct-to-consumer product shipment.

* Managed creation of all brand assets for the new Costa Farms brand online launch in July 2022 and in-store launch in 2023, resulting in a cohesive and recognizable brand image.
* Led a cross-functional team to evaluate the current plant tag inventory, understand the process and identify pain points to improve tags from all facets including operational efficiency and cost that reduced cost by 15%.
* Designed new tags based on consumer survey feedback, lead the project to get them designed, developed and implemented resulting in the creation of over 500 tags.
* Ensured a positive brand representation and networking opportunities at industry events/trade shows with nearly 6,000 attendees from across 46 U.S. states and 30 countries.
* Developed the Backyard Blooms brand design, including the logo, brand guide, plant tags, and signage for Home Depot that resulted in an estimated annual sale of $20M.
* Directed a team to improve responsiveness and quality of designs and consumer-facing materials, resulting in a 20% increase in customer satisfaction.

Graphic Designer | Costa Farms, Miami Aug 2019 – Dec 2021

Built strategic relationships with key teams, including product development, category management, channel marketing, and sales, to optimize opportunities and increase revenue for customers such as Walmart, Lowe’s, and The Home Depot. Collaborated with the marketing and sales teams to support creative needs, including presentations, catalog creation, signage, and design upgrades. Oversaw communication and project execution with the procurement team, including selection and approval of materials, setting timelines, and conducting quality testing.

* Created and launched the Plants with Benefits brand for Walmart, resulting in an annual sales increase of $40M+.
* Headed the design of creative assets for the successful launch of an exclusive line Trending Tropicals that ensured an annual sales of $335 M.
* Managed a portfolio of over 20 brands, ensuring brand consistency, program management, and visibility.
* Achieved exceptional results and received recognition through receipt of the H3 Award for outstanding contributions.

Graphic & Web Designer | Freelancer, Various Clients & Companies Jan 2013 – Present

Contribute to the success of Ocean Grants' fundraising efforts by designing a professional PowerPoint template that achieved a 20% increase in funding for ocean-focused organizations. Design and successfully launch over 10 website projects for Mainstreet Marketing, resulting in enhanced online presence and customer engagement for clients.

* Supervised the design and development of three websites for the win communications' clients, leading to a 50% boost in website traffic.
* Developed visually compelling brand designs for over 30 small businesses that led to an increased brand recognition and revenue growth.
* Assisted GHG Insurance, A&M Business consultants, Mitico Design, and Ali Campbell Design to increase visibility and reach a broader audience through effective branding strategies.
* Launched new businesses and increased online presence and reach a broader audience by implementing effective brand creation, marketing, and advertising strategies.
* Supported clients in reaching target audience and increasing revenue through the development of effective brand and marketing strategies.

Client Service Associate | Arthur J. Gallagher, Miami Mar 2016 – Aug 2019

Ensured timely policy updates and renewal processes for clients, resulting in high client retention rates. Organized training sessions for new hires, imparting knowledge of company processes and software, and provided ongoing support for professional development. Conducted training sessions for current employees, addressing common questions and concerns.

* Collaborated with the client service manager to effectively manage accounts for public entities, including Miami-Dade County, Broward County, and Port of Miami.
* Wrote flood policies for various Miami-Dade county locations, contributing to the company's growth in that market.
* Compiled proposals and comparison charts for the AMIC account which helped the company to win the account.
* Reviewed and analyzed exposures to loss, technical review and audit of existing insurance programs and recommended enhancements that resulted in improved coverage and reduced costs for clients.

ADDITIONAL EXPERIENCE

**Graphic Designer** | DLA TV, Miami, FL

**Marketing Intern** | Vuclip, Inc., Milpitas, CA

EDUCATION

Bachelor of Fine Arts in Graphic Design | Savannah College of Art & Design, Savannah, Georgia

Associate of Arts in Graphic & Commercial Arts | Miami Dade College, Miami, Florida