GERAI CASTILLO SERRANO

ABOUT

Ever since I learned to recognize car logos before I could even speak, marketing and advertising have been my natural habitat. I am passionate about how a campaign can tell a story or how a logo can define a brand's identity; I love brand communication and creative strategy. I am inspired by ideas that forge connections, images that speak volumes, and words that humanize brands. Naturally curious and instinctively detail-oriented, I bring creativity, strategic thinking, and adaptability to every project. Outside the advertising world, I devote myself to my passions: cars, travel, and cinema; three things that constantly inspire my work and keep my creativity in motion.

STUDIES

2022 - 2026 UNIVERSITAT RAMÓN LLULL - BLANQUERNA

Bachelor's Degree in Marketing, Advertising & Public Relations

Barcelona, Spain

- **Final Degree Thesis: Grade 9.0 / Excellent.** "Communication plan for Ford Mustang's emotional positioning in the spanish market".

2026 JOHNSON & WALES UNIVERSITY

International exchange student

Providence RI, USA

- 4.0 GPA

EXPERIENCE

2025 MUNTAÑOLA - AGENCIA CREATIVA

Copywriter Internship

- Developed copy and creative content for campaigns.
- Conducted market research and competitor analysis to support strategy development.
- Prepared internal and client presentations.
- Collaborated on strategic planning and campaign development.
- Managed schedules, deadlines, and task tracking.
- Supported the day-to-day execution of marketing and advertising initiatives.
- Graded with a 9/10 by the internship supervisor.

CERTIFICATES

THE UNIVERSITY OF CHICAGO

Course on Digital Marketing Storytelling

GOOGLE GEMINI

Google: Practical AI for Marketing

CONTACT

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https://www.geraicreative.com/

SOFT SKILLS

- Creative thinking
- Intercultural communication
- Customer relationship management
- Adaptability
- Presentation skills
- Time management
- Problem-solving
- Business acumen

TOOLS

- Microsoft Office
- Google Workspace
- Canva
- Cap Cut
- Adobe
- AI

LANGUAGES

- English (Native)
- Spanish (Native)
- Catalan (Native)