

# GERAI CASTILLO SERRANO



## PROFILE

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I'm a creative from Barcelona who has always known that advertising was where I belonged. From the first time I noticed how a campaign could tell a story or how a logo could shape a brand's identity, I was hooked on brand communication and creative strategy. I'm driven by ideas that connect, visuals that speak, and words that make brands feel human. Curious by nature and detail-oriented by instinct, I bring creativity, strategic thinking, and adaptability to every project. Outside of advertising, you'll find me fueled by my passion for cars, music, and traveling, three things that constantly inspire my work and keep my creativity moving.

☎ (347) 209 6993

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🌐 Geraï Castillo Serrano

🌐 <https://www.geraicreative.com/>

## STUDIES

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**2022 - 2026**

**UNIVERSITAT RAMÓN LLULL - BLANQUERNA**

- Bachelor's degree in Marketing, Advertising & Public Relations

**2026**

**JOHNSON & WALES UNIVERSITY**

- International exchange student, Marketing & Advertising

## EXPERIENCE

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**2025**

**MUNTAÑOLA - AGENCIA CREATIVA**

- Internship as a creative advertiser

## SKILLS

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- Creative thinking
- Strategic planning
- Storytelling
- Copywriting
- Critical thinking
- Problem-solving
- Decision-making
- Prompting
- Metric interpretation
- Teamwork

## TOOLS

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- Canva, Microsoft Office
- Cap Cut
- AI
- Basic Adobe knowledge

## LANGUAGES

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- English
- Spanish
- Catalan