

GERAI CASTILLO SERRANO

PROFILE

I am an advertiser from Barcelona who always knew that advertising was my calling. From the moment I discovered how a campaign could tell a story or how a logo could define a brand's identity, I became passionate about brand communication and creative strategy. I am inspired by ideas that connect, images that speak, 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 pursue my passions for cars, movies, and travel—three things that constantly inspire my work and keep my creativity in motion.



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STUDIES

2022 - 2026

UNIVERSITAT RAMÓN LLULL - BLANQUERNA

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

2026

JOHNSON & WALES UNIVERSITY

- International exchange student, Marketing & Advertising

EXPERIENCE

2025

MUNTAÑOLA - AGENCIA CREATIVA

- Internship

CERTIFICATES

THE UNIVERSITY OF CHICAGO

- Storytelling in Digital Marketing

GOOGLE GEMINI

- Google: Practical AI for Marketing

TOOL KNOWLEDGE

- Microsoft Office, Google Workspace, Canva
- Cap Cut
- Gemini, Notebook LM, Chat GPT, Midjourney
- Adobe

LANGUAGES

- English
- Spanish
- Catalan