

Recent creative advertising graduate specializing in copywriting, seeking real-life agency experience. Knowledgeable in Adobe software, skilled in creative and critical thinking, content creation, as well as research.

Passionate about crafting captivating campaigns that engage audiences.

Duarte Serrano

+351 914 835 218

07765362554

duarteserrano2002@gmail.com

<https://www.linkedin.com/in/duarte-serrano/>

duarte-serrano.com

SKILLS AND PROFICIENCIES

- Creative / Critical Thinking
- Communication Skills
- Adobe photoshop / illustrator
- Research skills
- Data analysis
- Branding and Promotional Strategy
- Digital media
- Team work
- Efficient multitasker
- Content creation
- Marketing analytics tools

EDUCATIONAL BACKGROUND

University of Arts of London, London, United Kingdom

MA Advertising | 10/2023 - 12/2024

London South Bank University, London, United Kingdom

Creative Advertising with Marketing | 09/2020 - 06/2023

Modules: Professional Practice in Creative Advertising, Visual Analysis, Brands Branding and Social Media, Communication Manager.

Escola Jácome Ratton, Tomar, Portugal

Diploma of Higher Education

Field of Study: Arts and Humanities | 2015 - 2020

President of the Student Union | 2019 - 2020

WORK HISTORY

Summer intern, Lisbon, Portugal

Gerador | 07/2023 - 08/2023

Crafted a captivating campaign for a magazine, aimed at inspiring individuals to subscribe. By crafting compelling messages and visuals about the Portuguese culture, I sparked enthusiasm and engagement, driving subscription growth. My creative approach demonstrated my ability to connect with audiences and deliver impactful results.

Summer intern, Abrantes, Portugal

Tipo_Grafia | 06/2022 - 07/2022

Chose five accounts from the agency to do a critical analyzes. Within social media as well as presenting ideas so that the agency could pitch them to the client. From my presentation, the agency was able to get 2 ideas accepted by the clients. Besides this, helping with whatever was necessary was also one of the responsibilities.

Summer intern, Abrantes, Portugal

Napperon | 06/2021 - 07/2021

Searching ways of marketing an app about the region of Médio Tejo in the central of Portugal. The company has now 3 viable ways of marketing the app on different platforms on account of the ways of the presentation.

LANGUAGES

- Portuguese - Native
- English - Fluent
- Spanish - Beginner