

RAÚL MERMANS GARCÍA

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Madrid, Spain | Eligible to sign internship agreement via IE University | EU Citizen (Spanish, Belgian) | (+34) 619 51 29 61

SUMMARY

Driven by a strong passion for branding, creative strategy, and artistic direction, I craft emotionally resonant, visually impactful brand experiences—especially in fashion, lifestyle, and luxury. I merge conceptual thinking with strategic intent, now enriched by a growing expertise in AI, automation, and prompt engineering to scale creativity and optimize brand storytelling. Curious by nature and sharp in execution, I explore how ideas evolve into culture-shaping narratives. I thrive in dynamic, visionary environments, where I bring fresh perspectives, adaptability, and a bold creative voice to every team I join.

EDUCATION

IE UNIVERSITY

Madrid, Spain

Bachelor in Business Administration, Marketing Concentration

Expected: July 2025

- Awarded with **IE High Potential Award scholarship**.
- **Relevant Courses include** Consumer Insights and Behavior (9), Customer Experience and Innovation (9), Creative Management and Content Strategy (9).
- **Thesis on Marketing, Consumer Behavior, and Sustainability in Fashion (8.5)**

UNIVERSITY OF CENTRAL FLORIDA

Orlando, USA

Exchange Semester

January 2024 – June 2024

- **Relevant Courses include** Service Marketing (9)

ONLINE COURSES:

Digital Marketing and E-commerce, UX and UI Design, Prompt Engineering, Management of Fashion and Luxury Companies, Brand Management.

EXPERIENCE

PERFUMERIAS PRIMOR

Málaga, Spain

Customer Relationship Management Specialist

August 2025 - present

- Manage full CRM cycle for 8M+ users, from segmentation to execution across email and push campaigns.
- Oversee end-to-end CRM campaigns across email and push notifications using platforms like **Acumbamail, Frizbit, and Sales Manago**, achieving up to **40% open rates**.
- Collaborate with **luxury brands** (Dior, Lancôme, Giorgio Armani) to translate high-end positioning into relevant, personalized messaging that strengthens customer loyalty.
- Lead international CRM initiatives across **Portugal, France, and Italy**, adapting strategy to each market.
- Contributed to **Primor's "Retailer of the Year – Perfumery & Cosmetics (2025)"** recognition through innovative customer engagement strategies.

WEFEEL APP, IE MARKETING CHALLENGE

Madrid, Spain

Branding & Marketing Trainee

September - November 2023

- Designed a comprehensive business strategy, delivering a persuasive presentation to the company's executives.
- Developed three strategic recommendations, successfully adopted for future implementation.

IE MARKETING LAB, IE UNIVERSITY IN COLLABORATION WITH +8 DIFFERENT COMPANIES

Madrid, Spain

Marketing Project Leader

March – June 2023

- Led a team of 5 in delivering 8 marketing solutions for partner companies, driving brand innovation through collaborative strategy and creative facilitation.

SKILLS

Technical Skills:

- Strong proficiency in Adobe Photoshop, Illustrator, and Canva produce high-quality designs implemented in academic and extracurricular projects.
- Analytical skills to solve business challenges, using Python and Excel to process and interpret complex datasets.
- AI tools: ChatGPT, Midjourney, Notion AI — ideation, prompt design, automation

Languages: Spanish (Native) | English (Native) | Dutch (Basic Notions) | German (Basic Notions)

Soft Skills: Leadership | Creative Thinking | Strategic Communication | Collaboration | Analytical Problem-Solving.

EXTRACURRICULAR ACTIVITIES

Other Courses: Persuasive Learning, Spin Selling.

Other Participations: L'Oreal Brandstorm Innovation Competition.

Interests: Visual Design, AI, Cultural Strategy, Photography, Sports