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Graduated in Audiovisual Communication by the Universitat Pompeu Fabra and attended the Master in Communication Management at the BSM-UPF. He holds a European degree in co-production of documentaries – EURODOC and has also studied Television Programming, Transmedia Narrative and Direction of Documentaries.

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Santi is also teaching Advertising and Marketing at Esardi, an art and design school in Southern Catalonia, and a communication consultant in his PVS Media agency .