



Claudio Eduardo Vieira.

I deliver ideas that hook in seconds.

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Profile

Hello! 🙌 I'm a digital-minded Creative Director (Art) and my thing is to conceive ideas for a world with a shorter attention span than a goldfish ([true story](#)).

I've been working in advertising for 15+ years, delivering insightful 360° campaigns, socially relatable content, and visually striking experiences for brands such as Nissan, Renault, Dacia, Volvo, Lexus (yes, I ❤️ cars), Vodafone, Guinness, Smirnoff, Carlsberg, Pot Noodle, Knorr, Magnum, Tesco and many others.

My work has been recognized with more than 20 international awards, but most importantly, it has engaged people, the media and brought the eyeballs that brands are looking (and paying) for.

Experience (last 10 years)

Freelancer

Creative Director (Present)

Publicis Conseil — France

Creative Director (2019/2021)

For Renault Europe and Dacia Global.

Publicis Sapient/Razorfish — France

Creative Director (2018/2019)

For Nissan Europe.

DigitasLBi — France (Publicis)

Creative Director (2016/2018)

For Nissan Europe.

Target McConnells — Ireland (WPP)

Deputy Creative Director (2014/2016)

Senior Art Director (2013/2014)

Art Director (2011/2013)

Main account: Vodafone Ireland.

RMG Target — Ireland (JWT)

Digital Art Director (2010/2011)

Main account: Vodafone Ireland.

Skills

- ✓ See a brief as an opportunity to impact culture.
- ✓ Connect great insights with great ideas and great executions.
- ✓ Gather, lead and inspire teams of different disciplines.
- ✓ Make people stop scrolling or resist the temptation to hit the "Skip Ads" button.
- ✓ Craft copy and images to a pixel level.
- ✓ Promote an ego-free and collaborative culture.

- 🇵🇹 Portuguese (Native language)
- 🇺🇸 English (Fluent)
- 🇫🇷 French (Elementary)
- 🇪🇸 Spanish (Elementary)

I learned from legends like Paul Arnold, Patrick Collister, Steve Henry, Marcelo Vergara and Marco Venturelli. I've also attended many Facebook/Instagram Hacks and Google Sprints. Find me on [LinkedIn](#) for more information about my career, including recommendations and awards.