



Claudio Eduardo Vieira.

I stop people from scrolling on their phones.

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Profile

I'm an award-winning Creative Director and my thing is to come up with great ideas in a world that doesn't have time for bad ones.

With a solid 15+ years in the advertising game, I've been rocking the industry, delivering mind-blowing 360° campaigns, content that resonates with the masses, and experiences that make your eyes pop. All for big-time brands like Nissan, Vodafone, Guinness, Unilever, MoneyLion and more.

My work? It's been showered with over 20 international awards. But here's the kicker: it's not just about the trophies. My ideas have gone beyond, grabbing people's attention, capturing the media's gaze, and making those brands go, "Hell yeah, take my money!".

Experience

LAST 10 YEARS

Freelancer

Creative Director (Present)

Publicis Conseil — France

Creative Director (2019/2021)

For Renault and Dacia.

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 lives.
- ✓ Connect great insights with great ideas.
- ✓ Lead and inspire teams of different disciplines.
- ✓ Stop people from hitting 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've been learning the secrets of the business from legends like Paul Arnold, Patrick Collister, Steve Henry, Marcelo Vergara, and Marco Venturelli.

Moreover, 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.