



# Claudio Eduardo Vieira.

## Creative Director

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## Profile

I'm a passionate Creative Director from Brazil, currently working in France.

For more than 15 years, I've been working in advertising with a special focus on digital proof campaigns. Along the way, I've been lucky enough for working with a great mix of brands, such as Nissan, Renault, Volvo, Lexus, Vodafone, Guinness, Smirnoff, Carlsberg, Pot Noodle, Knorr, Magnum, Tesco, Aviva and National Lottery.

Having European citizenship, I left Brazil in 2010 and moved to Ireland. There, I worked mainly with a giant telecom, Vodafone. Being the creative lead of the account, I expanded the scope of the business and reached one of the best creative scores among a select number of agencies around the globe. I moved to France in 2016, becoming Creative Director for Nissan Europe, a brand which I helped to shift its way of thinking campaigns from traditional to digital. In 2019, I left Nissan with its highest creative score and moved to Publicis Conseil, where I'm now Creative Director for Renault Global.

## Experience

**Publicis Conseil — France (Publicis)**  
Creative Director – Present

**Publicis.Sapient — France (Publicis)**  
Creative Director – 2018/2019

**DigitasLBi — France (Publicis)**  
Creative Director – 2016/2018

**Target McConnells — Ireland (WPP)**  
Deputy Creative Director – 2014/2016

**Target McConnells — Ireland (WPP)**  
Senior Art Director – 2013/2014

**Target McConnells — Ireland (WPP)**  
Art Director – 2011/2013

**RMG — Ireland (JWT)**  
Digital Designer – 2010/2011

## Education

BA Graphic/Digital Design (UNESA – Rio de Janeiro, Brazil).  
I have attended training courses with leading marketing gurus, like Paul Arnold, Patrick Collister and Steve Henry.  
I've also attended, Google, Facebook and Instagram "Hacks".

## Skills

Get into deep relationships with bold ideas, craft to a pixel level any project, lead creatives through tough briefs and find that why-would-people-stop-scrolling element in every campaign.

### Languages:

Portuguese (native)

English — Full professional proficiency

French — Elementary

Spanish — Elementary

## References & Awards

Please check my LinkedIn for references, awards and further information about my career. However, If you need anything else, please let me know.

### LinkedIn

<https://www.linkedin.com/in/claudioeduardovieira>

### Behance

<https://www.behance.net/claudioedu>

### Instagram

<https://www.instagram.com/claudioedu2>



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