



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 over 15 years in advertising, I've been shaking up the industry, crafting insightful 360° campaigns, attention-grabbing content, and experiences that leave a lasting impression. I've partnered with brands like Nissan, Vodafone, Guinness, Unilever, MoneyLion, and more.

My work has been honored with over 20 international awards, but here's the real deal: it's not just about the trophies. My ideas go beyond, causing real impact and inspiring brands to take action.

Let's connect and discuss how we can make magic happen together.

Experience

LAST 10 YEARS

Malka Media — USA

Group Creative Director (Present)

Main account: [MoneyLion \(USA\)](#)

Publicis Conseil — France

Creative Director (2019/2021)

Main accounts: [Renault and Dacia \(Global\)](#)

Publicis Sapient/Razorfish — France

Creative Director (2018/2019)

Main account: [Nissan \(Europe\)](#)

DigitasLBI — France (Publicis)

Creative Director (2016/2018)

Main account: [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.