



# Claudio Eduardo Vieira.

## Creative Director

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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 created insightful 360° campaigns, thumb-stopping content, and engaging experiences that don't just capture attention—they convert. I've worked with top brands like Nissan, Renault, Vodafone, Guinness, Unilever, MoneyLion, and more across South America, Europe, and the U.S.

Along the way, I've picked up 20+ awards, but at the end of the day, it's not about trophies—it's about pushing brands forward, and creating real connections with their audience.

I thrive on creative strategy, storytelling, brand innovation, and team mentorship—turning insights into powerful ideas that resonate.

## Experience

LAST 10 YEARS

### **Malka Media (MoneyLion) — U.S.**

Group Creative Director (Present)  
Creative Director (2021)

### **Publicis Conseil — France**

Creative Director (2019/2021)

### **Publicis Sapient/Razorfish — France**

Creative Director (2018/2019)

### **DigitasLBI (Publicis) — France**

Creative Director (2016/2018)

### **Target McConnells (WPP) — Ireland**

Deputy Creative Director (2014/2016)  
Senior Art Director (2013/2014)  
Art Director (2011/2013)

### **RMG Target (JWT) — Ireland**

Digital Art Director (2010/2011)

## Skills

- ✓ Set and lead the creative vision.
- ✓ Build and keep high-level client relationships.
- ✓ Come up with fresh solutions that fit client needs.
- ✓ Guide creatives, helping them grow and thrive.
- ✓ Own major accounts and make sure they succeed.
- ✓ Lead and inspire teams of different disciplines.
- ✓ Craft copy and images to a pixel level.
- ✓ Promote an ego-free and collaborative culture.



Portuguese (Native language)



English (Fluent)



French (Elementary)



Spanish (Elementary)

Check out my [LinkedIn](#) for more on my career, including over 30 recommendations.