



TIAGO  
CORDEIRO  
DIGITAL  
ART DIRECTOR  
AND CREATIVE  
PRODUCER

## Hello, I'm Tiago.

Creative with a major in design with 16 years of experience in art direction that believes mix advertising with entertainment could reach powerful brand narratives.



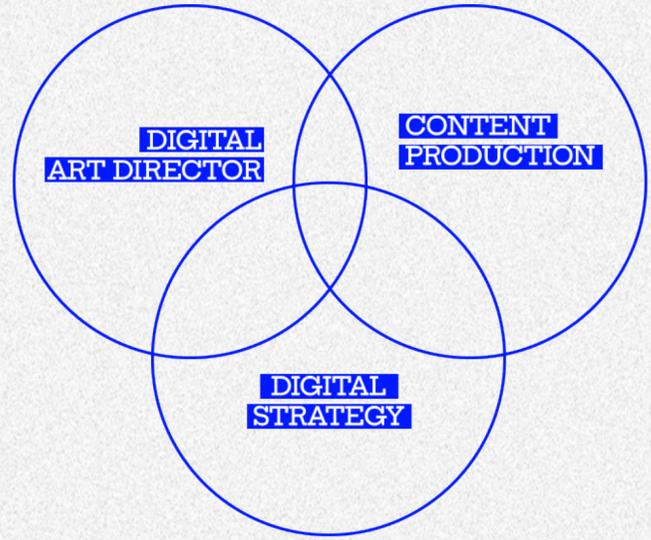
ART DIRECTION  
MARKETING  
BRANDING  
DESIGN  
FILMING  
CO-CREATION  
SOCIAL LISTENING  
INSIGHTS  
STRATEGY

# Tiago Cordeiro

DESIGN | CONTENT | DIGITAL | STRATEGY | MARKETING

My 16 years journey on advertising enabled me with a **unique skill set to domain social media codes, to understand what catches people eyes there**, to create engaging content, and to quickly dimension and identify partners and creators who can bring it to life spreading the word where it matters.

## MY JOB ROLE:



## HARD SKILLS

- ◆ Digital content specialist.
- ◆ Motion graphics.
- ◆ Digital brand designer.
- ◆ Experience in pre-production work.
- ◆ Screenwriter.
- ◆ Certified in filmmaking.
- ◆ Proficient in English and Portuguese.
- ◆ Bachelor's degree in Digital Design.

## SOFT SKILLS

- ◆ Experience in leading a creative teams.
- ◆ Heavy user of social listening to find truthful insights.
- ◆ Brand entertainment and content marketing enthusiast.
- ◆ Detail-oriented.
- ◆ Tech-savvy.
- ◆ Team player attitude with peers and clients.
- ◆ Consolidated background in digital and direct marketing.

## WORKING EXPERIENCE :

8 years: **Digital Art Direction and Motion Designer**

5 years: **Leading Creative Team**

3 years: **Content specialist**

## INDUSTRIES OF INTEREST :



**Finance Tech Entertainment FMCG Retail**

C L I E N T S :

**FIAT**



**Claro**



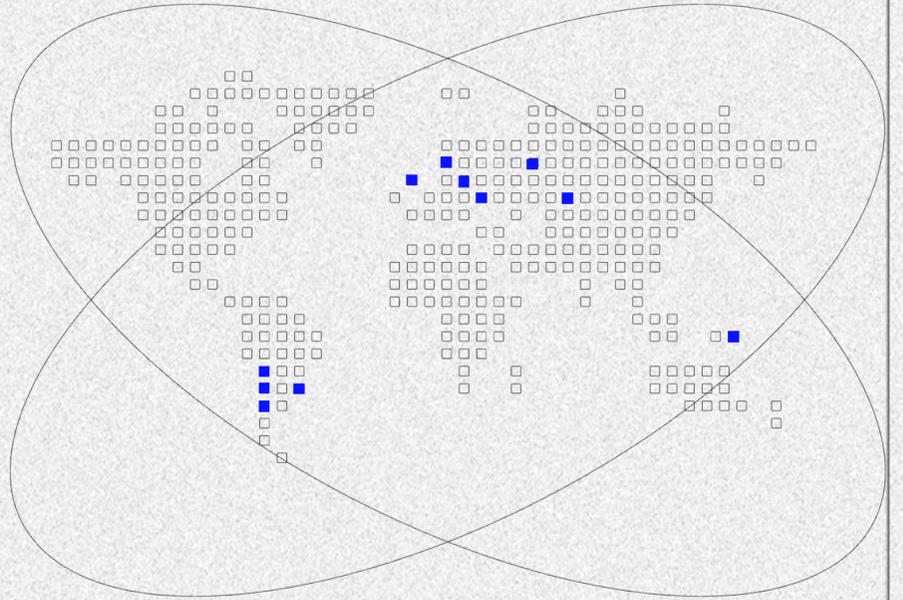
**nextel**

**HONDA**



W O R K H A R D , T R A V E L H A R D E R :

Being brought up in São Paulo,  
I've always wanted to explore the world  
and to experience different cultures.  
So far, I've had the chance to visit France,  
The Netherlands, The Czech Republic,  
Germany, Spain, Japan, Argentina, Uruguay  
and Peru. I also lived for a while in London  
so I could improve my English.



S A Y H E L L O !

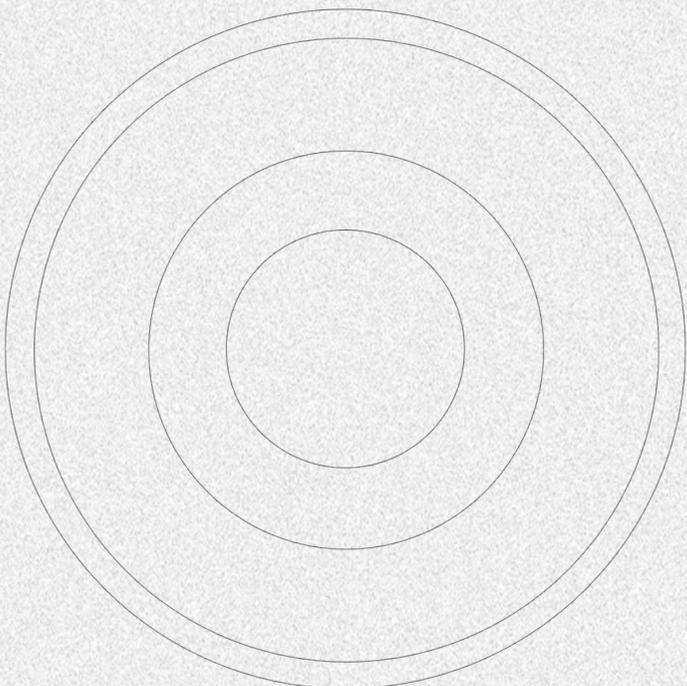
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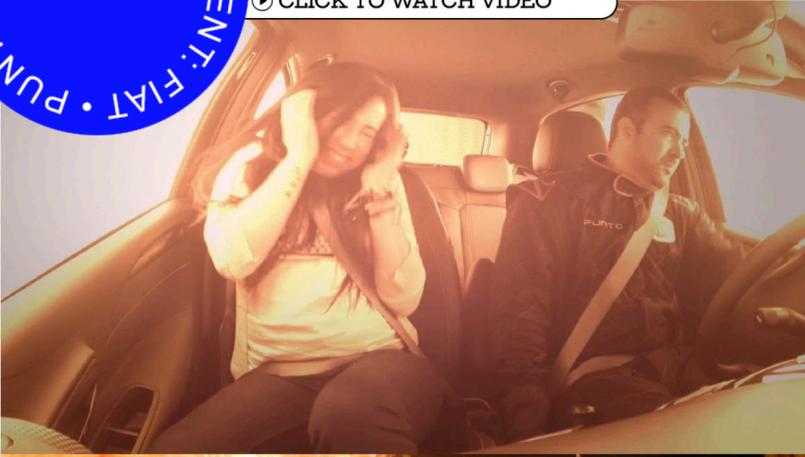
instagram.com/tiogocordeiro1982

filecomfritas.com.br





CLICK TO WATCH VIDEO



CLICK TO WATCH VIDEO

“WE DARE ANYONE TO GO FOR A RIDE IN THE FIAT PUNTO BLACKMOTION AND COME BACK WITHOUT HAVING SAID THE WORD “F\*CK!””

The Fiat Punto Blackmotion is no race car but it surely can blow one’s mind after a quick ride. Besides proving that, we also had to make the concept – **“F\*CK!NG awesome car”** – work on digital.



**We invited different digital influencers to hop on the passenger’s seat for a short ride.**

Of course we got the whole experience on tape, and guess what; all three of them couldn’t stop saying F\*CK!NG awesome!



Anyone after watching the video on YouTube could click to schedule a test drive at a local dealership.

**My Role:**  
insight, art direction and creative producer.

“HOW CAN A BANK INSPIRE PEOPLE TO START THEIR OWN BUSINESS?”

In a **country where the unemployment rate is so high (12% in 2019)**, it's important to encourage people to start their own businesses. That way more people have an income to provide their families and the economy can grow.



The thing is **that most people don't even know how to start their own business**. That's where we saw an opportunity for Bradesco, the most popular bank in Brazil to become a place where people could go not only for funding but also for inspiration.



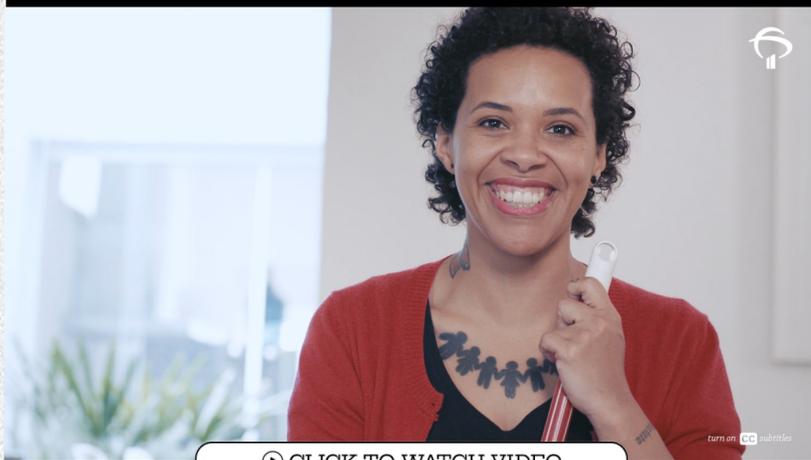
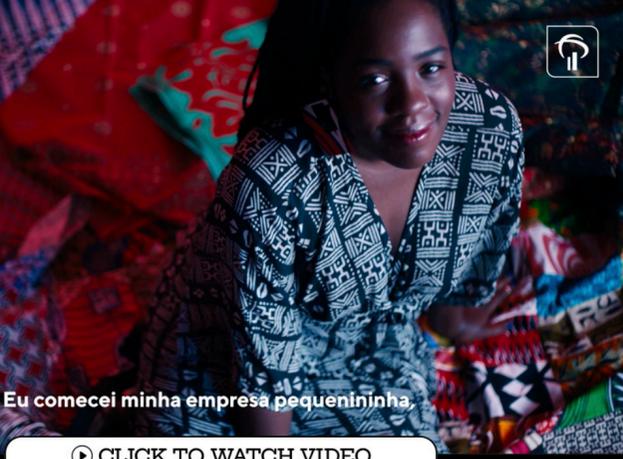
**We invited a few small entrepreneurs that were successful on social media to tell their history of how they started** and built their own little empire. We focused on female entrepreneurs because our research showed that they are usually also the head of the household.



**We created an inspirational manifest and broadcasted it on the break of the biggest female entrepreneurs event in the country.** We then created four short films to reach our target throughout many different media formats. Some of them were longer and some were shorter, but they all provided tips and learnings to help people on how to come up with a business idea and start their own thing.

**My Role:**

insight, art direction, script and content strategy



PROJECT • CLIENT: YAMAAI RESTAURANT

▶ CLICK TO WATCH VIDEO



Venha para o **yamaai**

Rua Júlio Diniz, 168 - Vila Olímpia  
Tel.: (11) 3849-7996



▶ CLICK TO WATCH VIDEO

“GOOD CONTENT ALONG WITH CUSTOMIZED MARKETING AND ACCURATE GEOTARGETING CAN ACHIEVE GREAT RESULTS”

**Yamaai is a sushi restaurant** in São Paulo. They have good attendance during lunch hour, but a low average ticket. Our challenge was to increase their average ticket as fast as possible.



We created a witty humoured animated cartoon series that resembles the japanese culture in Brazil. We hoped that the public would not only find it funny, but would also crave for some sushi.



Our target was the people working on the office buildings in the surroundings. **That’s why we knew that the tv displays inside the elevators** were the best media to insert the videos and get them when they would be the hungriest.

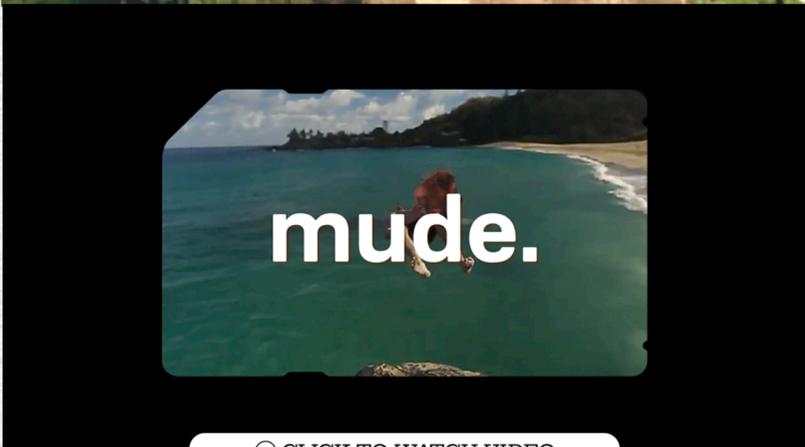


**At the end of each video, a customized map would show the best route** from that location to the restaurant.

**My Role:**  
art direction  
and animation.



▶ CLICK TO WATCH VIDEO



▶ CLICK TO WATCH VIDEO

“IT ONLY TAKES ONE SECOND TO CHANGE”

Nextel is a mobile communication company that formerly operated an iDEN network only. At the time **it was going to start operating a 3G network** as well. The problem was that all the other competitors were already ahead of us on that.



But we had one thing to our advantage: **almost every single customer was deeply unsatisfied with the 3G network provider they had.**



Based on the insight that it only takes a second to change one’s mind, we created the motto that became the hashtag for the campaign: **#OneMinuteToChange.**



To convey that idea, **we did a compilation of real-life footage from the internet showing different people** at the verge of doing something fearless that would change their life forever, like bungee jumping. In the end, all we wanted was to motivate everyone who was unsatisfied with the service they were getting to switch to Nextel.

**My Role:**  
art direction and creative production.



▶ CLICK TO WATCH VIDEO



▶ CLICK TO WATCH VIDEO

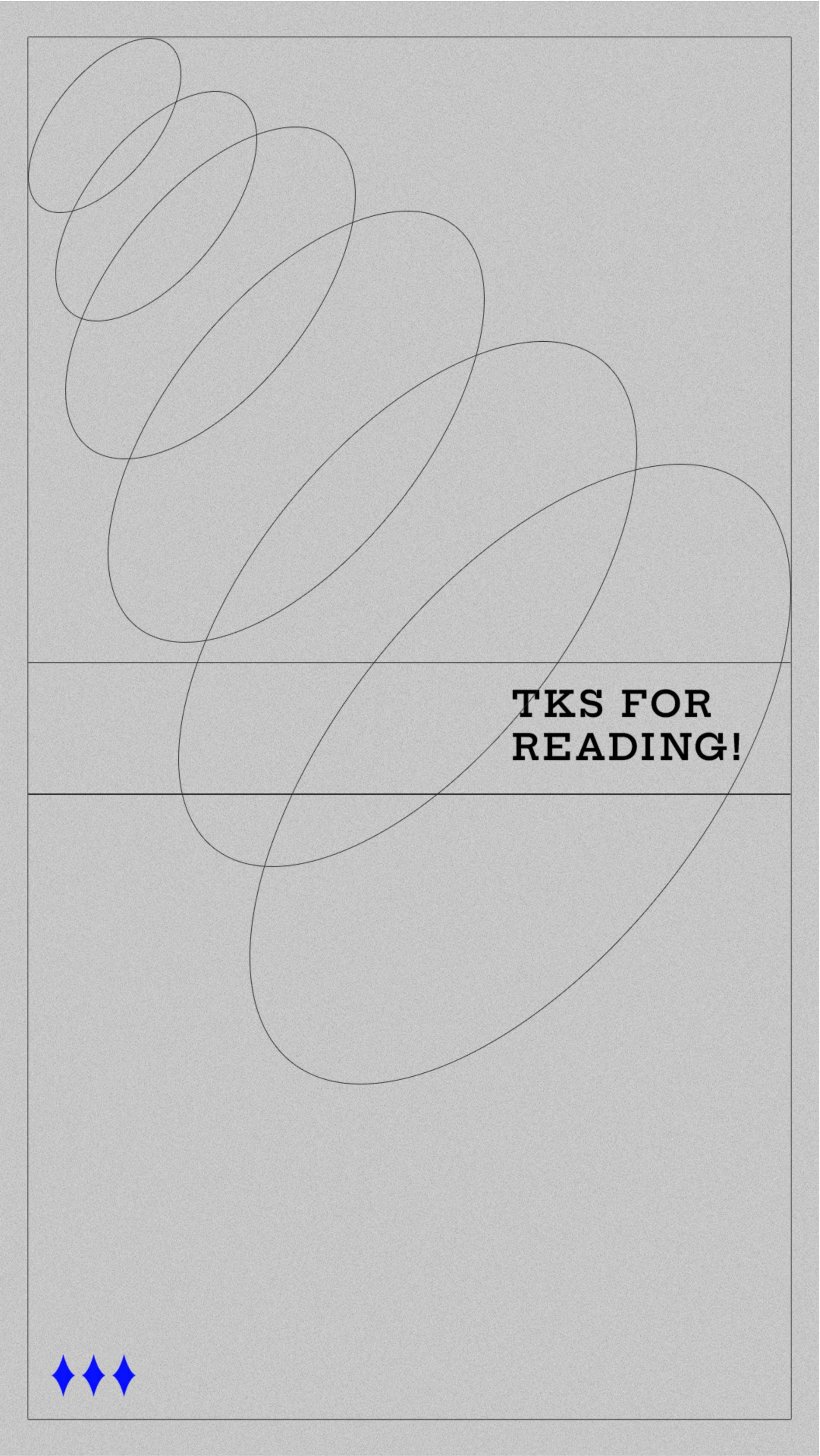
## “TWO BROTHERS AND TWO OPPOSITE COLORS”

Bradesco is the sponsor of **Parintins Folklore Festival, a popular annual celebration** held in the Brazilian city of Parintins, Amazonas. It is also known for the competition where two teams, **Garantido (red) and Caprichoso (blue)**, compete in extended retellings of the local legend about a resurrected ox, each team attempting to outdo the other with flamboyant dances, singing, and parade floats.



The city takes these two teams and their colours very seriously. **But being a sponsor of the festival as a whole, we had to find something able to unit both.** And so we told **the story of two brothers that despite loving different teams and being both masters of ceremony for their own team**, they shared something bigger: their love for each other.

**My Role:**  
insight and  
content marketing

The image features a light gray background with a thin black border. A series of overlapping, hand-drawn ovals in a slightly darker gray shade are arranged diagonally from the top-left towards the bottom-right. Two horizontal black lines are drawn across the page, one above and one below the text. The text 'TKS FOR READING!' is centered in the middle section between these lines.

**TKS FOR  
READING!**

