

# VICTOR HOLANDA

## SENIOR ART DIRECTOR

victorholanda85@gmail.com  
www.victorholanda.work



### WORK EXPERIENCE

#### **Social** · Maputo, Mozambique

Advertising agency

MAY 2017 - Present

##### **Creative Director & Partner**

- Act as the main point of contact for clients, translating complex challenges into clear and effective solutions.
- Oversee end-to-end project development — from concept to delivery — aligning creative output with business objectives and client needs. Define and led the creative vision across all projects, ensuring creative consistency.
- Structure and lead multidisciplinary teams, fostering a culture of creative excellence and collaboration.
- Lead and executed the key projects, elevating craft and ensuring strong visual and conceptual coherence.
- Secure and manage key accounts for the agency, including ExxonMobil and Vulcan (a Jindal Group company).

#### **Playground** · Recife, Brazil / Maputo, Mozambique

Advertising agency

JUNE 2011 - APRIL 2017

##### **Creative Director & Partner**

- Acted as the guardian of creative quality, guiding teams in Brazil and Mozambique and refining key deliverables to ensure each project reached the highest standard of execution.
- Defined and elevated the agency's art direction standards, ensuring aesthetic consistency and cultural relevance.
- Contributed to the agency's growth through the prospecting and acquisition of strategic accounts, including Vale and Motorcare (Nissan and Continental). I also developed a parallel initiative, the Radar Executivo Business Club, aimed at attracting and engaging potential clients for the agency.

#### **Emicê** · Recife, Brazil

Advertising agency

APRIL 2011 - MAY 2011

##### **Creative Consultant**

- Acted as a Creative Consultant, guiding the team towards more relevant, effective ideas tailored to different budget levels. Encouraged a more strategic and objective approach to the creative process.
- Contributed to campaign development while also leading art direction on key projects, ensuring strong conceptual thinking, high execution standards and visual coherence.

#### **BAR** · Lisbon, Portugal

Advertising agency

JANUARY 2011 - MARCH 2011

##### **Art Director Freelancer**

- I worked as a freelance art director, focusing on clients from Angola.

## **DDB** · Maputo, Mozambique

Advertising agency

JANUARY 2009 - JANUARY 2011

### **Art Director**

- I was brought in to help put the agency on the local advertising map. We went beyond that, leading DDB Mozambique to win several national and international awards, while also securing key new accounts that supported the agency's growth. During my time there, I worked with some of the country's leading advertisers and played a key role in establishing a new creative culture within the agency.

## **Plano B** · Recife, Brazil

Advertising agency

OCTOBER 2008 - DECEMBER 2008

### **Art Director - Freelancer**

- I worked as a freelance art director, focusing mainly on graphic design materials and logo design projects.

## **Repanse** · São Paulo, Brazil

BTL agency

JUNE 2008 - AUGUST 2008

### **Junior Art Director**

- I worked specifically on the development of graphic materials, such as leaflets and brochures, particularly for the banking sector.

## **Aporte** · Recife, Brazil

Advertising agency

APRIL 2007 - DECEMBER 2007

### **Junior Art Director**

- I worked specifically on the development of BTL materials for the government, food and education sectors.

## **Internships** · Recife, Brazil

Between 2004 and 2007, while studying Advertising at Faculdades Integradas Barros Melo AESO (now UNIAESO), I completed internships as an Art Director at five advertising agencies in Brazil. One of these was Inata, an experimental agency created by UNIAESO. Entry into Inata was competitive, requiring a selection process that granted me both an internship position and a scholarship to support my studies at the private university.

## EDUCATION

---

### **Miami Ad School** · São Paulo, Brazil

Specialisation in Art Director and Graphic Design from Miami Ad School.

JANUARY 2008 - OCTOBER 2008

*I suspended my studies in Miami Ad School; one of the programme components, known as "Quarter Away", was designed to place students in the job market. I entered the job market earlier than expected and did not return to complete the course.*

### **Faculdades Integradas Barros Melo AESO** · Recife, Brazil

Bachelor's degree in Advertising from Faculdades Integradas Barros Melo AESO.

JANUARY 2004 - DECEMBER 2007