

RICHARD COELHO

CREATIVE DIRECTOR | BRAND, CAMPAIGNS & FILM

Lisbon, Portugal | U.S. & Portuguese citizen | English & Portuguese: native

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PROFILE

Creative leader with 20+ years across brand, marketing, design, film and production. Led a 12-person internal creative team at Zapp and the marketing and communication function at Praça. Combines strategic direction and team leadership with hands-on design and production experience, guiding work from the business brief through concept and final delivery.

CORE EXPERTISE

Creative & brand direction · Team leadership · Integrated campaigns · Visual identity & systems · Content strategy · Film & photo direction · Creative operations · Cross-functional collaboration · Agency, freelancer & supplier management · Production budgets & delivery

SELECTED EXPERIENCE

Discovery Hotel Management | Content & Production Manager

Lisbon | January-July 2026

- Led creative planning and photo/video production across a portfolio of hotel and golf properties, working with marketing leadership, brand managers and property teams.
- Developed and implemented the DHM Content Hub model, connecting production planning, asset creation, reuse and governance.
- Directed freelancers and production crews; managed briefs, supplier negotiations, budgets and delivery. Translated competitive-set analysis into positioning and content recommendations.
- Developed the Casa Algarvia visual identity and implementation framework, extending the brand into signage, wayfinding and guest-facing materials.

Praça | Head of Marketing & Communication

Lisbon | October 2022-September 2024

- Led marketing and communication across F&B, hospitality, B2B/B2C retail and events, coordinating across a 40+ person structure beyond the direct reporting line.
- Connected brand guidance, campaigns, digital communication, partnerships and cultural programming with commercial and operational priorities; managed budgets and external partners.
- First-year company results versus the prior year: event revenue +209%, footfall +239%, and average monthly F&B revenue +309%, achieved through cross-functional work.

Zapp (Radiomóvel / Inquam) | Field, Online & Communication Marketing

Lisbon | June 2006-September 2011

- Led a 12-person internal creative team; managed agency relationships and creative production across field, online and offline communication.
- Contributed to the brand's Portuguese-market launch and development, including campaigns, activations, events and point-of-sale communication.

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Creative Director | Selected production experience & recognition

CREATIVE DIRECTION & PRODUCTION

Independent | Creative Direction, Film Direction & Production

Project-based work | 2011-present (alongside the appointments listed)

- Develop concepts and direct multidisciplinary projects across brand communication, film, design, photography and events; manage the path from pitch and pre-production to final delivery.
- As film director, led crews of 5-70+ people. In event production, led teams of 15-250. Experience spans Portugal, France, the UK, the U.S., Africa and India.
- Currently advising one of the partners of MUVE | PHL on brand and positioning for a Philadelphia hotel venture planned to open in 2028.

Live Nation Portugal | Graphic Designer

September 2024-March 2025

- Produced and adapted creative across print, web, newsletters, social and audiovisual deliverables, maintaining campaign consistency through high-volume production.

Peas Talent | Post Production Manager

Remote | May 2020-October 2022

- Managed distributed post-production for branded content, coordinating editorial, VFX, graphics and audio with agencies, clients and production teams.

SELECTED FILMS & RECOGNITION

EMEL / Velo-City - Concept, copy, creative direction, production, film direction and editing. Video category winner, APCE 2020; subsequently used for the 2021 event.

Invest Lisboa / Start Your Revolution - Concept, creative direction, casting, production, film direction and post-production supervision. Created for Web Summit 2018. The film's soundtrack received CCP Silver in 2019, credited to Núcleo Audio.

Ofenbach / Be Mine - Original concept and direction for Warner Music France, produced with Boogie Nights Paris.

Cais Sodré Funk Connection / Offbeat - Creative, director, producer and art direction. UK Music Video Awards 2015 nominee, Best Pop Video - Budget; Best Music Video, Cannes Short Film Festival 2015.

EDUCATION & PROFESSIONAL DEVELOPMENT

Photography - CENJOR, 2012

Web Usability & UX - Nielsen Norman Group, 2009 | POS Design - CECO, 2008

Design & New Media - ETIC, 2005 | Graphic Design - ETIC, 2004

TOOLS, SERVICE & AVAILABILITY

Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro); Figma; professional photography, video and post-production workflows.

Service: Co-founder, Board Member and Chairman, Associação PAR (10 years).

Availability: Portugal, Philadelphia, New York, California and remote opportunities; on-site, hybrid or remote. Available for overlap with U.S. Eastern business hours.