

Tom Vinhal

Strategy & Creative Director. Brand experiences, events and live marketing.

São Paulo, Brazil tomvinhal.com linkedin.com/in/tomvinhal tomvinhal.com/en/contato

SUMMARY

Twenty-plus years turning research into a concept and a concept into an experience. Strategic planning and creative work for brands, events and live marketing, from all three sides of the table: agency, platform and client. Led planning and creative teams at Holding Clube, VMLY&R Commerce, TM1 Brand Experience, Cross Networking and FanClub Brasil, on projects for Coca-Cola, Vivo, Ford, Netflix, TikTok, Mercado Livre and Adidas at Lollapalooza, The Town, Rock in Rio and CCXP. Seven years as a shareholder-elected board member at Animativa and a certified board member (Fundação Dom Cabral).

EXPERIENCE

Apr 2026 – today	Strategy & Creative Director, independent Social City Bureau (my own company) An independent creative bureau for strategic planning and creative work, serving brands and agencies through projects, freelance assignments, talks and workshops.
Apr 2026 – Sep 2026	Head of Creative and Strategic Planning FanClub Brasil OMO, Bradesco, BYD, Denza, Corteva, O Boticário, Seara, Claro, Hasbro, Keeta.
Jul 2025 – Mar 2026	Career break Sabbatical Nine months for my family and myself, spent studying and practising: generative AI in research, strategic planning and creative work, writing, a game built from scratch and occasional freelance assignments for agencies and brands.
Jun 2024 – Jul 2025	Strategic Planning and Creative Director Cross Networking The Holding Clube group’s partnerships, sponsorship and live marketing agency. Unilever (Dove, Comfort, Cif, Knorr, Lux), LIESA, Stellantis, FILA, Bimbo, Nº1, Promoação, Garnier, Vanish, Ziraldo.
Feb 2023 – Jan 2024	Head of Strategy TM1 Brand Experience Netflix, TikTok, Adidas, Mary Kay, Hotmart, Bayer, Localiza, Mercado Livre, XP, 3 Corações. Led the agency’s entry into The Town and Lollapalooza 2024.
Apr 2022 – Feb 2023	Strategic Planning Manager VMLY&R Commerce Ford: over twenty events a year, from the agribusiness circuit to the WSL.

Sep 2019 – Mar 2022

Head of Creative and Strategic Planning

Holding Clube

Coca-Cola, Vivo, P&G, Nestlé, Mercedes-Benz, Melissa, Copenhagen, The Body Shop, Accor, Ambev, Jovem Pan, CNN, Linx.

Jan 2017 – Jul 2024

Board Member, elected by the shareholders

Animativa

Stationery products brand. Seven years, through rebranding, the pandemic and a financial recovery.

Jun 2017 – Sep 2019

Senior Strategic Planning Manager

Bullet

Coca-Cola, Shell, P&G, Google, Facebook, Mondelez, Pepsico, Burger King, Toyota, Nestlé, Danone, Cielo.

Mar 2016 – Apr 2017

Senior Strategic Planner, freelance

Neogama, Sunset and Bullet

Sompo, Mobil, O Boticário, Ypê, FCA (Fiat, Jeep, Dodge, Chrysler, RAM).

Aug 2014 – Mar 2016

Content Marketing Manager

Twitter

Content strategy, production and distribution for the Brazilian market.

Jan 2011 – Oct 2013

Strategic Planning Supervisor, then Planning Manager

McCann

Nestlé, Ninho, Nespresso, Garoto, Colgate, Estadão, MasterCard.

Mar 2008 – Oct 2010

Strategic Planning Assistant

Mullen Lowe

Then named Borghierh/Lowe. Caixa, Unilever, UOL, BIC, Iguatemi, Vivara.

Mar 2007 – Mar 2008

Sales and Marketing Intern

Intel

Quantitative and qualitative supply-chain reporting, supporting the sales and marketing teams in Brazil, Latin America and the United States.

Aug 2005 – Apr 2007

Executive Director, Quality

ESPM Jr.

ESPM's student-run consultancy: built the quality area and delivered marketing and communications consulting projects. My first management and client-facing experience.

EDUCATION

- Fundação Dom Cabral: PDC, Board Member Development Program, certified board member (2022)
- ESPM: postgraduate degree in Business Management (2009 – 2011)

RECOGNITION

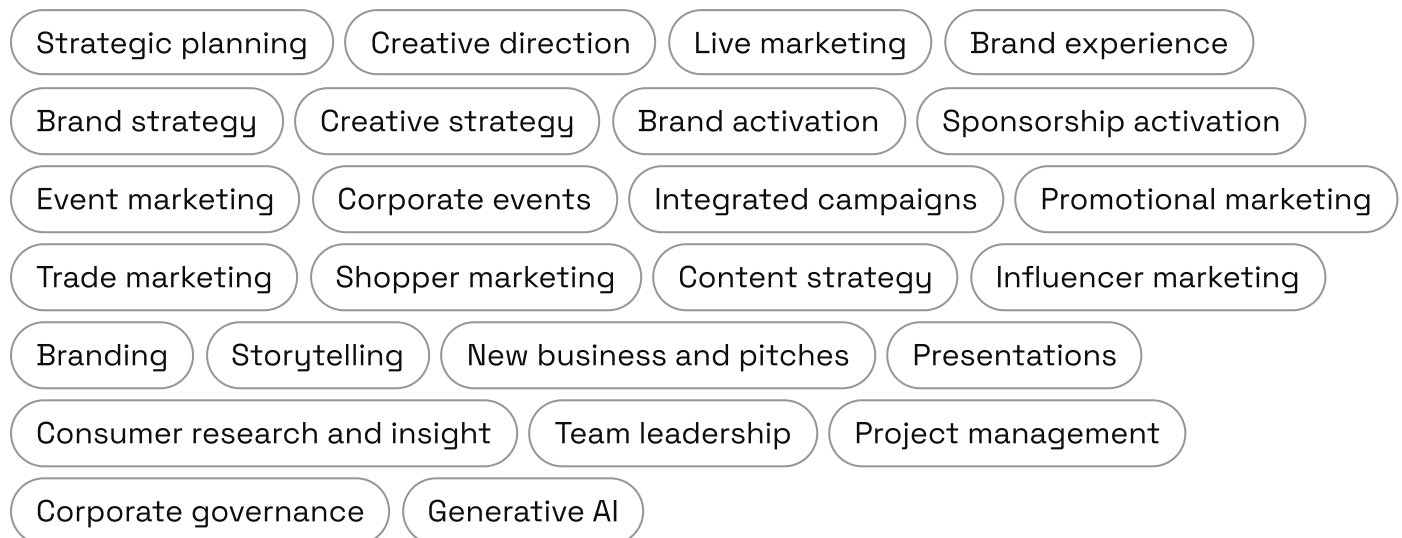
- Truth Central Rising Stars, McCann (2013)
- L'Oréal Brandstorm, 15th International Marketing Awards (2007): Brazilian champion and world finalist, in Paris

- ESPM: bachelor's degree in Communication, Advertising and Marketing (2004 – 2008)
- Las Animas High School, Colorado, USA: high-school exchange (2004)

LANGUAGES

- Portuguese, native
- English, fluent

SKILLS



PERSONAL PROJECTS

- Tempos de Outrora: Duas Mães, a fantasy novel (Social City, 2023, in Portuguese)
- VIRAI, an online game inspired by STOP!, now in alpha (socialcity.net, in Portuguese)

Full version, with the cases, at tomvinhal.com/en