

**Curriculum Vitae**  
**Raphael Vieira, 36 years of age.**

[www.raphaelvieira.com](http://www.raphaelvieira.com)

<https://www.imdb.com/name/nm2051948/>

Speaks: Native portuguese, english second language, and fluent Spanish

Bachelor's Degree in Film and Digital Media with Minor in Sound Design  
Graduated from Savannah College of Art and Design in 2006.

Co-founder of Fla Filmes and Coqueirão Pictures since 2006. Currently only part in distribution deals.

[www.coqueirao.com.br](http://www.coqueirao.com.br)

[www.flafilmes.com.br](http://www.flafilmes.com.br)

Co-founder of Inspired Cameras Equipment Rental Company since 2008.

[www.inspiredcameras.com.br](http://www.inspiredcameras.com.br)

Creative Director and Minor Owner of Panogramma VR since 2011.

[www.panogramma.com](http://www.panogramma.com)

Youtube Content as Creative Director: Over 300 million views in 5 years.

**BIO:**

Raphael is an art and technology enthusiast always focused on bridging and expanding storytelling through creative narrative. In order to accomplish that, Raphael's has learned valuable leadership skills when managing human resources and financial limitations in budget as a director; turning one hundred dollars into a one hundred thousand dollar looking film. Keeping a set moving and not going over shooting time is key, as various directors have a hard time putting aside their ego and delivering what needs to be done in the production at hand. Raphael has spent most of his career learning all the crafts, working in almost all positions in the audio-visual realm. This experience has allowed him to work effectively with clients, productions companies and talent in reaching the ideal goal through creative solutions.

Technological knowledge is key in our digital content world today, as everyday new cameras are released and new distribution platforms are unveiled. Raphael brought in 2006 the first 4K Digital Cinema Camera to Brazil, the RED ONE. Through it's camera company, Raphael modernized the market and implemented digital workflows in numerous production companies

that had only worked with film at that point. Like the RED Cameras, Raphael was one of the few Brazilian directors to go immersive under 360° video, which later would become Virtual Reality.

## **WEB CONTENT, CONTENT MARKETING STRATEGIES and VIRTUAL REALITY**

GNT DIGITAL | Currently Working | <https://www.youtube.com/user/canalgnt>

GNT is a cable television channel that has started this year to invest in the quality growth of their online content. Focused on Youtube, Raphael was invited to take over the creative elements of live events for digital. Implementing Virtual Reality and 360° cameras as a priority for capture on Youtube for GNT Digital, the change was imminent and quickly gave Youtube viewers a new medium to explore. The return was excellent! This is was a first in Brazil. On the content side, Raphael has also reshaped their leading online show with five format spin-offs, Fale Conosco, a talk-show that engages internet comments from the Cable's TV Shows. Exploring new formats and creating a expanded cycle for the show which was on for 2 years and hitting a creative wall, Fale Conosco has been renewed for 2019, and is currently receiving commercial proposals for the first time. Since entering GNT, in May 2018, Raphael has helped double the channel's subscribers on Youtube, and also developed format for Television Cable, like the travel show, #PartiuViagem.

### **Fale Conosco (Speak to Us)**

<https://www.youtube.com/watch?v=J8WFvie4rrs&list=PLvvfh7mIR8VbfDGvLqxdfQJ8mZoFfEEc>  
[o](#)

### **Live Events**

<https://www.youtube.com/watch?v=TwdYev2GmRA>

<https://www.youtube.com/watch?v=YRu-udlJ8a4>

<https://www.youtube.com/watch?v=PncSI2qLXdk&t=8172s>

PANOGRAMMA VR | 2017 – 2011 | [panogramma.com](http://panogramma.com)

Panogramma grew big in 2016, when it received the first round of investment in Pre-Series A. Before that, Raphael alongside Rodrigo Cerqueira, founder and creator, shot all the content that would later compile the resume that Panogramma would incorporate under

company value. It started in 2011, when technology was only 360°, and Virtual Reality was still a vision. In 2015, during NAB, Panogramma locked the first two international clients: Insomniac Group and Autumn Productions out of Canada. For Insomniac group at the EDC Event in Vegas, alongside a Panogramma team, Raphael conceptualized and wrote the content pills, directed one of the camera units and edited all 29 videos displayed on EDC's Youtube Channel and for their app Façade TV. For Autumn Productions, Panogramma shot the first feature length film in Virtual Reality format on location in Matera, Italy, during 2 weeks. The film was screened at the 64th Venice Film Festival. From then on, Panogramma worked for various clients like, Budweiser, Disney, Facebook, IBM, Google.

Raphael still works for Panogramma for jobs shot in Rio de Janeiro, directing, shooting and writing various contents for digital platform, such as Youtube and different applications. Below some selected work:

For Kids Channel GLOOB, directing and storytelling adjustments we shot 3 expanded scenes from the TV Series **“Detetives do Prédio Azul”**

<https://www.youtube.com/watch?v=7RhpaR9tqbs>

<https://www.youtube.com/watch?v=XFqdsf0Y52w>

<https://www.youtube.com/watch?v=e2jITM9tapk&t=75s>

We also shot the same style expanded scenes for another TV Series called **“Valentins”**

<https://www.youtube.com/watch?v=glT4kZ6LpYg>

[https://www.youtube.com/watch?v=t8BdL07LI\\_Q](https://www.youtube.com/watch?v=t8BdL07LI_Q)

[https://www.youtube.com/watch?v=H\\_FVtNGsZ1Y&t=2s](https://www.youtube.com/watch?v=H_FVtNGsZ1Y&t=2s)

In 2016, for Google Creators, Raphael directed and shot two digital contents for Youtube during the Rio Summer Olympics

**Topless – Music Video for Kevin LeSean**

<https://www.youtube.com/watch?v=Q4LIh49MI-k>

**Grabando Chichico en Brasil – Short Film for EnchufeTV**

<https://www.youtube.com/watch?v=V7cWEzFduXE>

**Electric Daisy Carnival 2015 – for Insomniac Group**

<https://www.youtube.com/watch?v=bDwZVY5mT3w>

<https://www.youtube.com/watch?v=xxcQL1gFES0>

<https://www.youtube.com/watch?v=DdxluewicT8>

DOJJO ONLINE JIU-JITSU | 2016 – 2014 | [dojjo.com.br](http://dojjo.com.br)

Raphael started in May 2015 at Dojjo. Also working as Creative Director and Content Programming. Dojjo was an online content channel for Brazilian Jiu-Jitsu: from health tips, Jiu-Jitsu classes, interviews and combat. The well famed martial art that took over the world by storm since the first Ultimate Fighting event. Making use of the world fame, DOJJO created a series of live events focused in live broadcast for the internet, focused in traditional Brazilian jiu-jitsu. Year round combat, head-to-head bouts, called Challenges (Confere). In two years, over 15 events were shot and broadcasted globally, reaching over 100 countries, with over 600 hours of spun content used for pre-event and during event content breaks. All this content, was later edited for Cable TV, for a 10-part documentary series, called Challenge.

<https://vimeo.com/album/1888689/video/81748437>

<https://vimeo.com/album/1888689/video/94523595>

<https://vimeo.com/104141965>

LANCE WEB TV | 2015 – 2013 | [lancenet.com.br](http://lancenet.com.br)

The invite to work as Creative Director at Lance News Paper came from the background in sports documentary, and award winning film, Copa União, under Fla Filmes Productions. The first talk was about directing the Maracanã film celebrating 60 years of it's construction. What came out of it was a creative director job to revamp and translate what the Newspaper could not achieve in quality digitally as they had in Print. They wanted a daily editorial, with multiple editions in order to create a weekly cycle of Sports content inspired by what the printed newspaper had considering for the World Cup 2014. They wanted content that could be sold for international channels covering the FIFA World Cup in Brazil. Raphael established a more curated content and visual aesthetics, shot daily for their WEB TV platform. The content format spanned from documentary interviews with sports personalites, to ESPN style sports news shows, digital scoreboards and customized branded content.( <https://vimeo.com/104141966>).

The interview with FIFA President Joseph Blatter was huge highlight. Lance was able to establish a partnership of content with at least 2 international channels, one being Al-Jazeera. Raphael not only directed, but also shot most of the content created as cinematographer. The viewership grew exponentially monthly as well, as the programming kept going after the World Cup, apart from various budgets cuts after the World Cup rush. The most complicated aspect was to bridge the old-school style of Print, with a commercial digital edge that could monetize the web content under new commercial partners. The goal was achieved, the quality content started receiving more proportional investment, but the company had to cover print debt, so it was hard to create a sustainable cycle of quality content. Raphael left in mid-2015, after 2 years.

## **CABLE TELEVISION**

GNT (Cable Channel) | Currently working in post-production.

TV SHOW | **#PartiuViagem** - 7 episodes, 30 minutes.

First season of a documentary reality travel show with internet personality Thaynara OG. An original travel show format developed to match the hosts spontaneous personality and successful communication style of IG stories and Snapchat. Raphael was brought in to bridge the digital personality into a modern cable TV format. Something he was very successful in doing, in his other TV show *Vai Fernandinha*. In *#PartiuViagem*, the host travels to distant locations all over Brazil, the show focused in adventure, local culture and nature. Raphael directed, developed and wrote the show.

MULTISHOW (Cable Channel) | 2019 – 2016

TV SHOW | **Vai Fernandinha** – 4 seasons, 70 episodes, 40 minutes.

In it's fourth season, which airs in 2019, *Vai Fernandinha* is a talk-show format with host Fernanda Souza, a Brazilian actress that has transcended all medium forms, reinventing herself since she starred in kid commercials in Brazil. We accompany her life, before and after the guest interview, creating a hybrid talk-show and reality format, totally original. For the first time in Brazilian television, Raphael implemented the use of vertical screen as a narrative form

as the host uses her phone whenever she feels the need to. Raphael helped developed the format and directs the show to this day. The show was considered and displayed as a successful original format case by Multishow at the last Rio Content Market 2018.

#### COMBATE (Cable Channel) | 2017

TV SPORTS DOC SERIES | **Confere (Challenge)** – 10 episodes, 30 minutes.

A 10-part Sports documentary TV series, spun from the content created for the DOJJO live events and pre-event athlete content.

<https://www.youtube.com/watch?v=O1fxLf-SUR0&list=PLzPy96iQOyAaH0QPqmW1960qp9QqbfsDi>

#### SPORTV (Cable Channel) | 2014

TV SPORTS SERIES | **Foreign Eye** - 12 episodes, 15 minutes.

Investigative talk-show format with host Mark Lassise. American born living in Brazil, and traveling the 12 host cities of the World Cup 2014 to experience, live and travel urban cities as it prepares to receive millions of foreigners. The brazilians had long doubted the capacity of the country as a state to bring together. Raphael wrote, shot and directed the show for leading sport television channel Sportv. The show was aired twelve weeks prior and leading up to the opening game of the 2014 FIFA World Cup in Brazil.

<https://vimeo.com/108832642>

<https://vimeo.com/108832641>

#### **FILM & MUSIC | <https://www.imdb.com/name/nm2051948/>**

Since 2006, when Raphael graduated, cinema, music and sports collided professionally. Raphael started working with live DVD concerts for LCM Records, from director Santiago Ferraz, as an assistant director and director responsible for the documentary making-of pieces of every concert. More than 30 concerts were shot in a 2 year span. The most notable, Simone, was nominated for Best DVD at the Latin Grammys in 2008. Also in 2008, Raphael directed his first

DVD by artista Luiza Possi. The DVD went on to be the 7<sup>th</sup> highest grossing sales for Brazilian artists that year.

From 2008 until 2011, Raphael dove into film production, founding Coqueirão Pictures alongside Diogo Dahl. Together they produced 7 sports documentaries for TV and DVD, with only Copa União having an independent theatrical release. Combined, the films sold over 300,000 copies and have screened to this day at Canal Brasil Cable Channel.

<https://vimeo.com/album/1888689/video/46502555>

Under Coqueirão, Raphael directed his first feature length fiction narrative, Love Aches, selected for the two most prestigious festivals in Brazil during 2012. In 2015, Raphael's second fiction feature Untouched, shot on location in Savannah, Georgia, was sold to Amazon Prime.

Both films: <https://vimeo.com/190878286>

### **More live concerts, music videos and films (2018 – 2013)**

#### **Thiaguinho - "Acústico" Live Concert Recording for Digital Platform**

[https://www.youtube.com/playlist?list=OLAK5uy\\_lvkwbWRYEDjFeaD5De\\_FbRjw4FikXLKbE](https://www.youtube.com/playlist?list=OLAK5uy_lvkwbWRYEDjFeaD5De_FbRjw4FikXLKbE)

#### **Thiaguinho – "Só Vem – Remix" Music Video**

<https://www.youtube.com/watch?v=jzNXlhpd32w>

#### **Thiaguinho – "Só Vem" Live Concert Recording for Digital Platform**

[https://www.youtube.com/playlist?list=OLAK5uy\\_mM71HGn\\_dQaJa1y7spi8C94KcsUL7jIkE](https://www.youtube.com/playlist?list=OLAK5uy_mM71HGn_dQaJa1y7spi8C94KcsUL7jIkE)

#### **Thiaguinho – "Vamo Que Vamo" Live Concert for DVD**

[https://www.youtube.com/playlist?list=PLXrB31e4-TquGyR8SM\\_6kxsL58vew6iaJ](https://www.youtube.com/playlist?list=PLXrB31e4-TquGyR8SM_6kxsL58vew6iaJ)

#### **Vitinho – "Em Suas Mãos" Music Video**

<https://www.youtube.com/watch?v=P-ZyXAaA64Y>

#### **Ferrugem – "Minha Namorada" Music Video**

<https://www.youtube.com/watch?v=s8JQIyPWK8U>

#### **Athlete Gustavo Areias in "Basejump Maracanã" Short Film**

<https://vimeo.com/288043206>

#### **Funk Samba Club – "Festa de Passista" Music Video**

<https://vimeo.com/227782971>

**Ferrugem – “Ensaboado” Music Video**

<https://www.youtube.com/watch?v=nJakcmWof30>

**MC Duduzinho – “O Mundo É Nosso” Music Video**

<https://www.youtube.com/watch?v=EPIK1q3z1xs>

**Athlete Gustavo Areias in “Basejump Ipanema” Short Film**

<https://vimeo.com/130450316>

**Arsenic – “Foge Comigo” Music Video**

<https://vimeo.com/65905234>