

# SAMUEL COSTA

**Video Ad Creator & Motion Designer** Portugal | sanchescosta.samuel@gmail.com | [LinkedIn](#) | [Behance](#) | [Website](#)

## PROFESSIONAL SUMMARY

**Video Ad Creator and Motion Designer** with a proven track record in mobile-first content (50M+ total views). I bridge the gap between high-end **Brand Storytelling** and data-driven **Performance Marketing**. Specialized in producing captivating motion graphics that lower CPA while maintaining premium brand integrity. Fully experienced in remote work environments and ready to drive user acquisition for the next big gaming franchise.

## PROFESSIONAL EXPERIENCE

**Agilidade Portugal** | Multichannel Coordinator (Creative & Performance Lead) Sep 2025 – Present

- **Branding Video Campaigns:** Conceptualized and produced **narrative-driven video campaigns** that established the **visual identity** for health sector brands (Agilcare/Sorriso+), ensuring consistent tone and high-quality **storytelling** across all channels.
- **High-Conversion Video Ads (UA):** Designed and animated **motion graphics** specifically for **Meta and Google Ads**. **A/B tested** creative variations (hooks, pacing, CTAs) to **lower CPA** and increase **Click-Through Rates (CTR)**.
- **Creative Strategy:** Analyzed **ad performance metrics** to **iterate on video assets**, ensuring that "brand building" and "direct response" goals were both met efficiently.

**Trey24k** | Digital Content Designer / Video Editor (Remote) Jul 2022 – Sep 2025

- **Viral Growth:** Developed the channel's visual identity, contributing to **50M+ Total Views** and **200M+ Impressions** globally.
- **Major Gaming Collaborations:** Produced high-impact content integrated with top-tier gaming titles, including **Raid: Shadow Legends, Arena Breakout Infinite, Battlestate Games, Lost Light, and Exoborn**.
- **Audience Retention Specialist:** Analyzed retention graphs and drop-off points to refine video pacing and editing techniques, creating "sticky" content ideal for mobile viewing habits.
- **Short-Form Expertise:** Produced fast-paced vertical content (Shorts/TikTok) with dynamic motion graphics, optimized for mobile attention spans.

**Universidad Europea** | Motion/Graphic Designer (Internship) May 2021 – Jul 2022

- **Multi-Channel Assets:** Created visual content for social media and institutional campaigns, ensuring strict adherence to academic brand guidelines.

**Clara Amarela** | Motion/Graphic Designer (Contract) Jun 2020 – Aug 2020

- **Broadcast-Ready Production:** Produced assets for major clients (BP, RE/MAX) under strict deadlines, delivering high-quality motion graphics for TV and Digital.

## SKILLS & TOOLS

- **Video & Motion:** Adobe After Effects, Premiere Pro, DaVinci Resolve, Photoshop, Illustrator, Figma.
- **3D Design:** Blender, Cinema 4D (Integration for Motion Graphics).
- **Ad Creative Strategy:** Storyboarding, Scriptwriting, Visual Hook Creation, A/B Testing Creatives.
- **Performance & Platforms:** Meta Business Suite, Google Ads, YouTube Studio, TikTok Trends, Discord (Community & Collab).
- **Languages:** Portuguese (Native), English (Fluent C1/C2), Spanish (Basic), Japanese (Learning - A1).

## EDUCATION

**Bachelor Degree in Design** IADE - Creative University | 2020 - 2023