CAIO CORREA

EXAMPLES OF WORK



CONTENT DIRECTOR / EXECUTIVE PRODUCER

I TURN ATHLETES INTO STORYTELLERS AND THEIR STORIES INTO GLOBAL AUDIENCES.

CAIOCORREA.CO.UK



I turn athletes into storytellers and build the operations that put those stories in front of the world. Over nearly 20 years I have directed the Official FIFA World Cup Films for Russia 2018 and Qatar 2022, produced originals for DAZN and built Pelé's social presence from zero to more than 34 million followers.

As Content Director at Kings League Global, I lead the content direction of the league across six international markets and its world cups, live and non-live, from talent and storytelling to the production of every broadcast and social deliverable. I work alongside the league's founders, football icons and some of the biggest creators in the world.

Based in Barcelona. Fluent in English, Portuguese and Spanish.

BRANDS AND PARTNERS

FIFA / UEFA / DAZN / NETFLIX / SKY SPORTS / EA SPORTS / FORTNITE / ROCKET LEAGUE / FOURFOURTWO / KINGS LEAGUE / AL NASSR

WORKED WITH

PELÉ / CRISTIANO RONALDO / RONALDO / NEYMAR / KAKÁ / VINÍCIUS JÚNIOR / SADIO MANÉ / GERARD PIQUÉ / KUN AGÜERO / JAKE PAUL



COMPANY	ROLE	MARKETS	PERIOD
Kings League Global	Content Director	Six international markets	2025 to today

102M
live viewers, Kings World Cup Clubs Paris 2025

950M
video views on social, Paris 2025

120M
live viewers, Kings World Cup Nations Brazil 2026

41,316
fans at Allianz Parque for the Nations final

SIX MARKETS. ONE CONTENT OPERATION.

THE BRIEF

Kings League has reshaped how football is made and watched. My remit is to bring six international markets to one standard of video and content, while protecting the voice and the stars that make each of them local.

WHAT I LED

The video and design team operates as the league's in-house production engine, behind every deliverable. Its delivery and tracking pipeline lets several editors work on the same tournament in parallel, proven at scale at the Kings World Cup Clubs in Milano.

A live product designed as a single production and distributed to multiple broadcasters and platforms, with clean feed and international sound supplied separately.

MY ROLE

I set the creative direction for each tournament, from its identity to the way it is told, and I am accountable for the full production of both the live broadcast and every social deliverable: Paris 2025, São Paulo 2026 and Milano 2026.

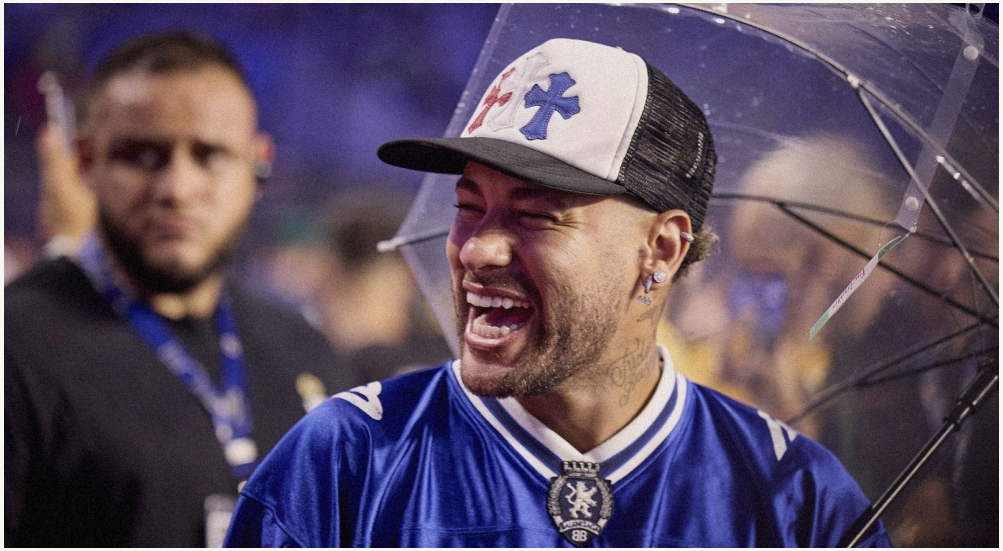


KINGS LEAGUE, 2025 — CONTENT DIRECTOR

KINGS WORLD CUP CLUBS, PARIS 2025

► WATCH

Two weeks, 32 clubs from around the world and a final at Paris La Défense Arena. As Content Director of the tournament, I led the content direction across live and non-live, setting the tone and leading the team and the talent behind every piece.



KINGS LEAGUE, 2026 — CONTENT DIRECTOR

KINGS WORLD CUP NATIONS, SÃO PAULO 2026

► WATCH

Two weeks in São Paulo, 20 national teams and a final at Allianz Parque, where Brazil were crowned champions in front of 41,316 fans, with Neymar and Ronaldo among the crowd.

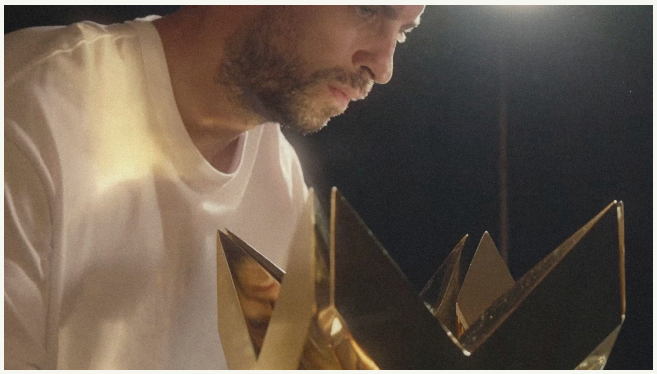


KINGS LEAGUE, 2025 — CONTENT DIRECTOR

TRAIN TO PARIS

► WATCH

Opening film, Kings World Cup Clubs 2025



KINGS LEAGUE — CONTENT DIRECTOR

¿DÓNDE ESTÁ EL TROFEO?

► WATCH

A creator-led short



KINGS LEAGUE, 2025 — CONTENT DIRECTOR

THE DRAW

► WATCH

KWCC Paris 2025, on the Seine



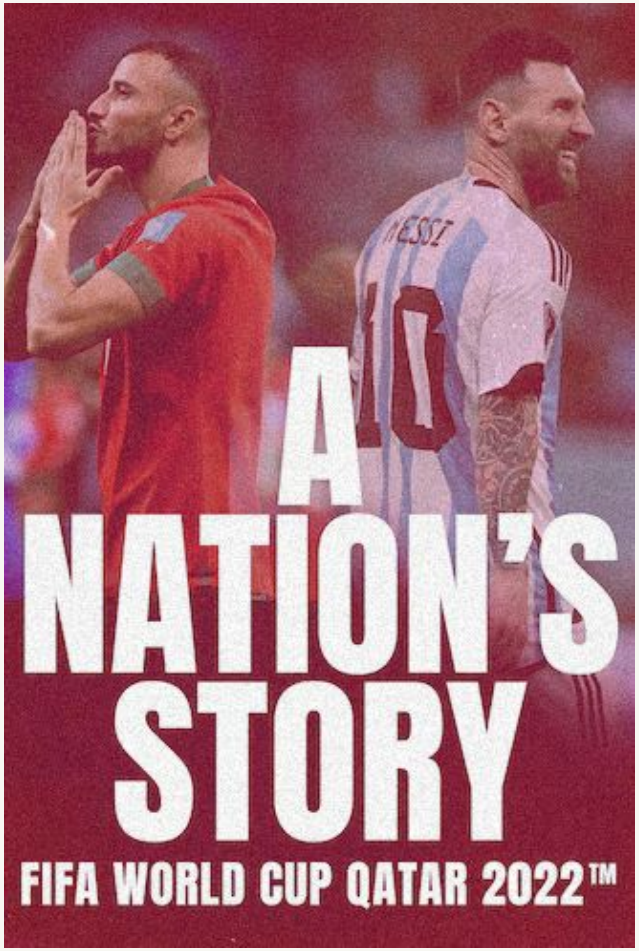
FIFA FILMS

DIRECTOR

FIFA WORLD CUP FILMS

▶ WATCH

Director of the Official Films of the FIFA World Cup for Russia 2018 and Qatar 2022: the feature-length record of each tournament, told from inside the biggest event in sport.



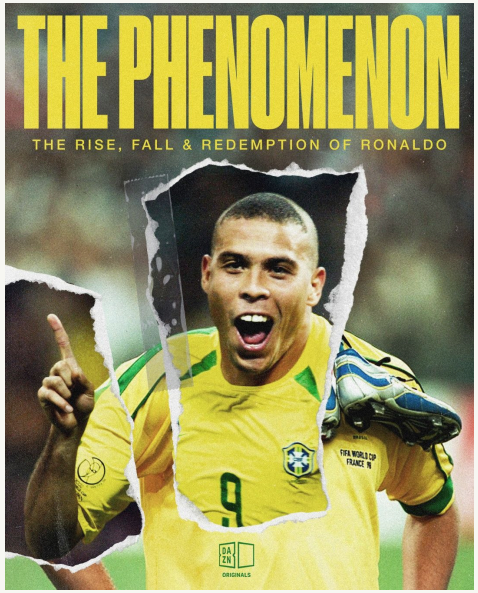
FIFA, 2022

PRODUCER

A NATION'S STORY

▶ WATCH

Four episodes on the semi-finalists of the FIFA World Cup Qatar 2022: Argentina, France, Croatia and Morocco, with exclusive interviews with players and coaches and footage from FIFA film cameras.



DAZN, 2022 — PRODUCER / EXECUTIVE PRODUCER

PHENOMENON ▶ WATCH

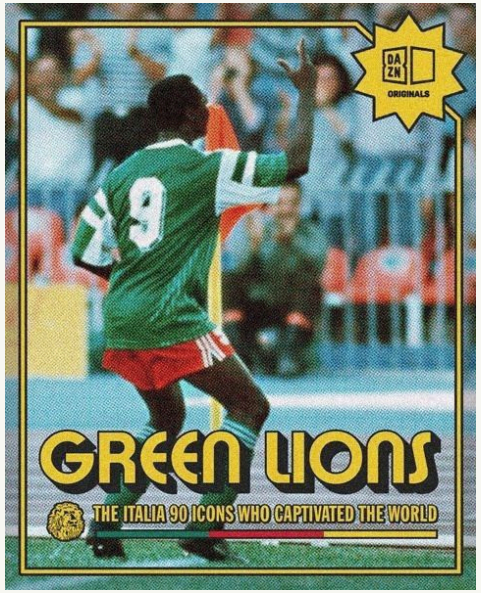
The definitive story of Ronaldo, told in three acts: the meteoric rise, the spectacular fall and the greatest redemption in World Cup history, through the team-mates, opponents, friends and family who lived it.



DAZN, 2022 — PRODUCER / EXECUTIVE PRODUCER

MARADONA: THE FALL ▶ WATCH

The story behind Diego Maradona being thrown out of the 1994 World Cup after a failed drug test, told by the people at the centre of it, including Sepp Blatter, Gabriel Batistuta and Claudio Caniggia.



DAZN, 2022 — PRODUCER / EXECUTIVE PRODUCER

GREEN LIONS ▶ WATCH

The untold story of Cameroon at Italia 90, the first African nation to reach a World Cup quarter-final, told for the first time by the players who lived it, including Roger Milla and Stephen Tataw.



DAZN, 2022 — PRODUCER / EXECUTIVE PRODUCER

LA GUERRA CIVIL ▶ WATCH

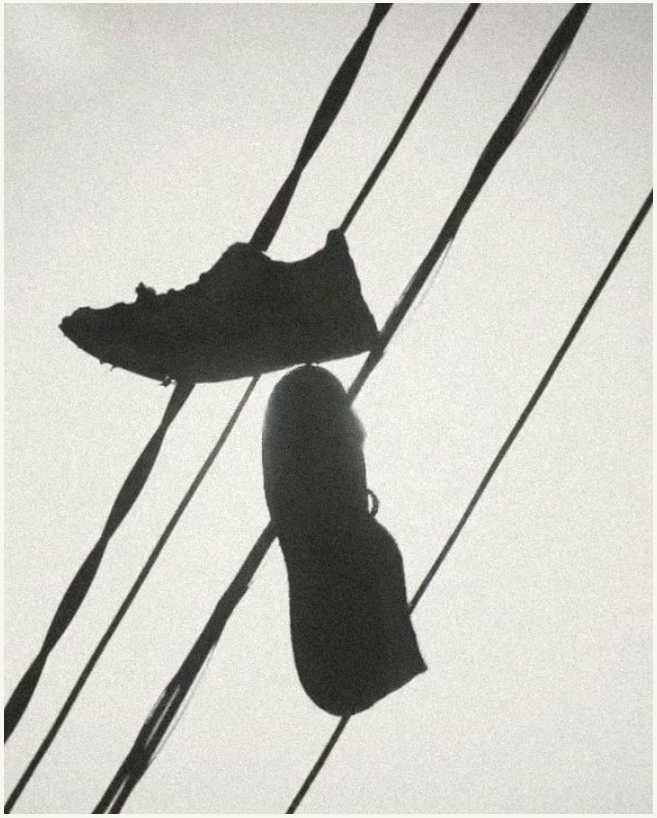
The rivalry between Julio César Chávez and Oscar De La Hoya, and what it meant to Mexicans on both sides of the border. Official Selection at the Sundance Film Festival 2022.



DAZN, 2019 TO 2022 — LEAD PRODUCER

DAZN LIVE

Lead producer for all of DAZN football rights from 2019 to 2022, including the UEFA Champions League, Serie A, FA Cup and Copa Sudamericana: production teams of 30, more than 45 matches a season, plus talent management.

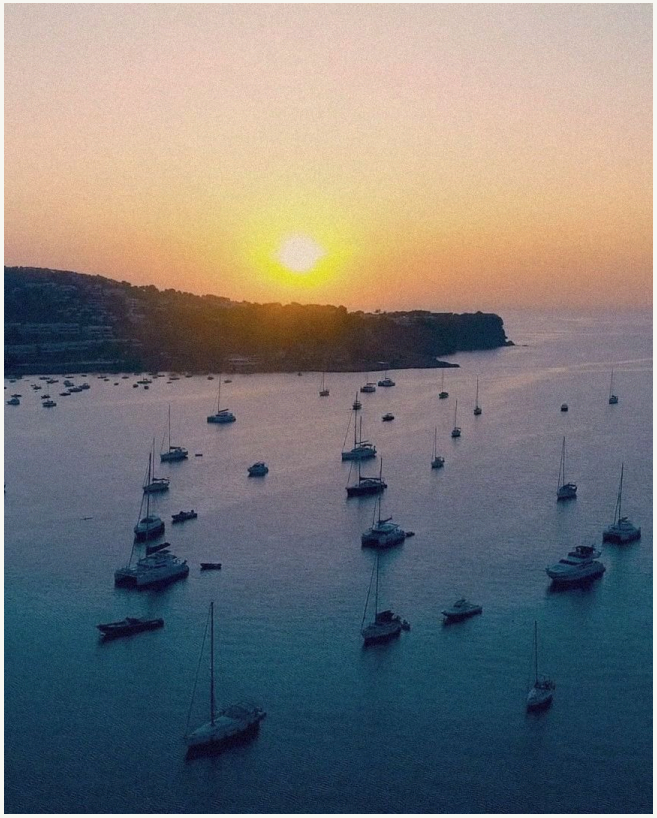


DAZN, 2022 — EXECUTIVE PRODUCER

SAUDADE

▶ WATCH

An 11 episode DAZN series on Brazilian footballers living abroad, among them Danilo, Willian and Lucas Leiva, and on what they miss about home.

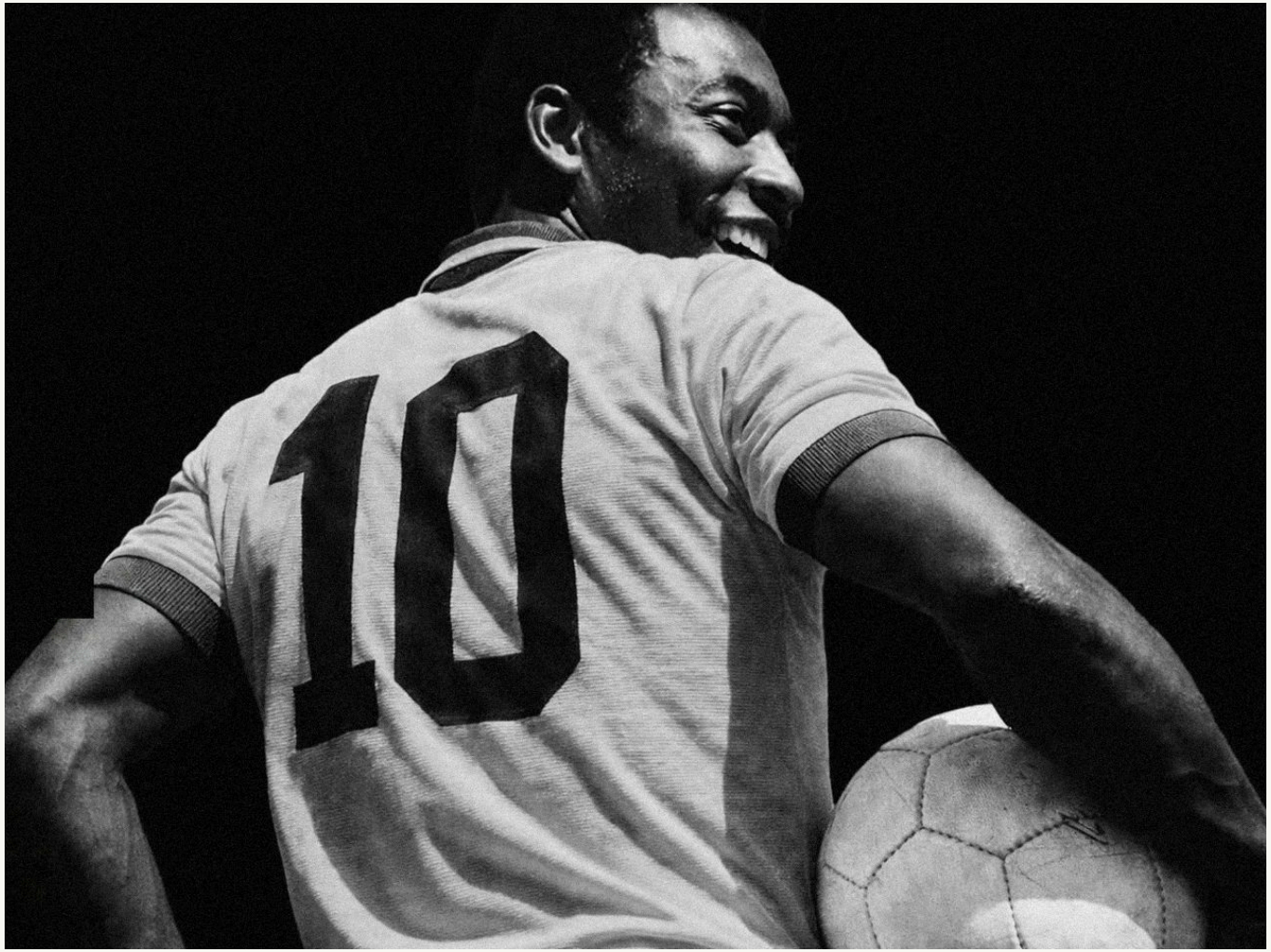


DAZN, 2023 — PRODUCER / EXECUTIVE PRODUCER

CLUB IBIZA: THE SESSIONS

▶ WATCH

A DAZN series following Ibiza's football club on its climb from the bottom, with the island, the dressing room and the fans behind it.



PELÉ BRAND, 2017 TO TODAY — CREATORS, SOCIAL

PELÉ

Nine years building Pelé on social from zero to more than 34 million followers, then leading the creator campaigns that celebrate his legacy across multiple markets, owning the strategy and every asset.



NETFLIX, 2021 — PRODUCER / CREATIVE

MOVIE NIGHT WITH PELÉ — ▶ WATCH

Neymar and Vini Jr.



EA SPORTS, 2021 — PRODUCER / CREATIVE

PELÉ, RONALDO & KAKÁ — ▶ WATCH

Libertadores final warm-up in FIFA 21



FORTNITE, 2021 PRODUCER / CREATIVE

PUNCH IN THE AIR ▶ WATCH

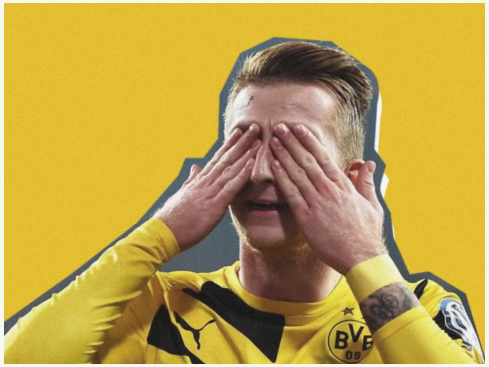
Pelé's punch in the air became a Fortnite emote, launched with a film on the story behind the most famous celebration in football.



ROCKET LEAGUE, 2021 PRODUCER / CREATIVE

PELÉ SKIN ▶ WATCH

Pelé arrived in Rocket League as a decal and wheels, launched with a film that takes him from the archive into the arena.



FORTNITE, 2021 PRODUCER / CREATIVE

MARCO REUS EUROS ▶ WATCH

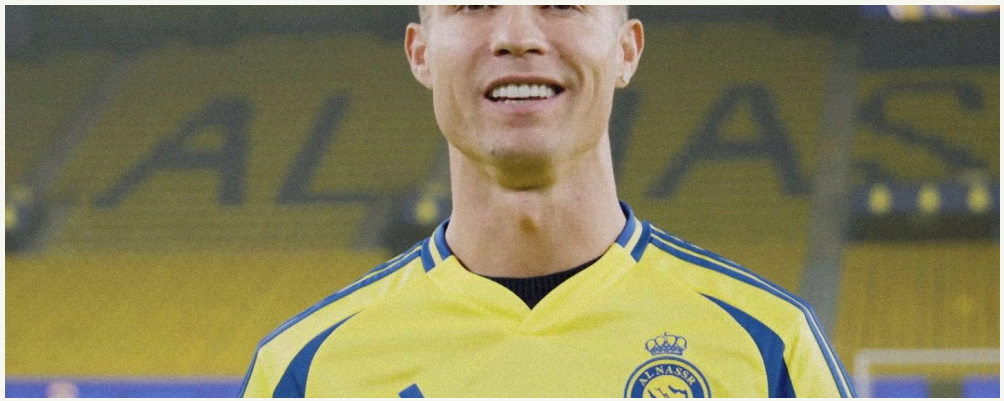
Marco Reus's Three Wise Monkeys celebration became a Fortnite emote for the Euros, with Reus telling the story behind it.



FORTNITE, 2021 PRODUCER / CREATIVE

HARRY KANE EUROS ▶ WATCH

Harry Kane's Sweet Victory became a Fortnite emote for the Euros, with Kane at the centre of the launch.



AL NASSR, DAZN, WHISPER, 2024 PRODUCER / DIRECTOR

AL NASSR TV ▶ WATCH

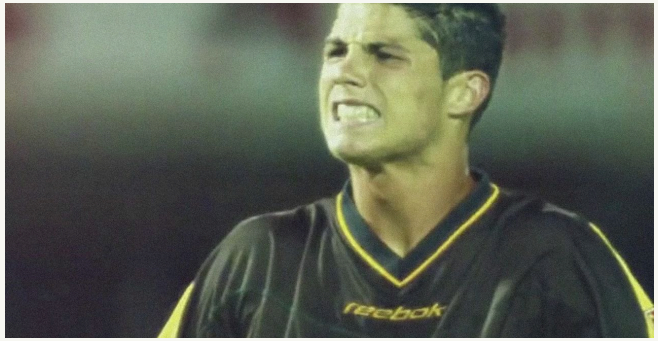
Producer and director on the launch of Al Nassr TV in Riyadh: promos and features with Cristiano Ronaldo, Sadio Mané, the squad, staff and fans.



UEFA, 2017 PRODUCER

EQUAL GAME ▶ WATCH

UEFA's campaign for inclusivity in football, built on real players and their stories: football is for everyone, whatever their ability, background or gender.



FOURFOURTWO, 2016 — PRODUCER / DIRECTOR

RELENTLESS

▶ WATCH

A FourFourTwo documentary on the drive behind Cristiano Ronaldo, from Madeira and Sporting to Manchester United and Real Madrid, told by the people who shaped him.

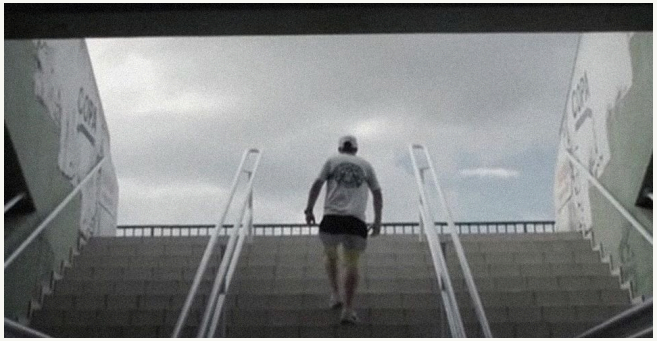


FOURFOURTWO, 2016 — PRODUCER

THE MAKING OF A SUPERSTAR

▶ WATCH

A FourFourTwo documentary on Neymar's path from the streets of São Paulo to Santos and the Camp Nou.



FIFA, 2017 — PRODUCER

CHAPECOENSE

▶ WATCH

After the 2016 air disaster that took almost the entire squad, Chapecoense had to rebuild a club from nothing. A film for FIFA on the players, staff and town who carried it on.



SKY SPORTS, 2016 — PRODUCER

FOOTBALL'S GREATEST

▶ WATCH

The greats, told by those who faced them



FIFA, 2017 — PRODUCER

FIFA FOOTBALL

▶ WATCH

FIFA's weekly magazine show

MORE ON THE SITE

Every film in this document opens in the player at caiocorrea.co.uk.

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