CONTACT

hello@isaque.me

isaque.me (Portfolio) isaque.me/linkedin (Linkedin)

O TOP SKILLS (ABRIDGED)

① BEHAVIORAL RESEARCH & STRATEGY

R • SPSS • PSYCHOMETRIC SCALE CONSTRUCTION SURVEY/EXPERIMENT DESIGN · INFERENTIAL STATS BUSINESS DESIGN · POSITIONING

2 CREATIVE CONCEPTING

BRAND-CULTURE PLATFORMS • PUBLIC SPEAKING CULTURAL PRODUCT PIECES • FILMMAKING • AUDIO DIGITAL DESIGN • BEHAVIORAL INTERVENTION DESIGN

3 WEB DEVELOPMENT

REACT • TYPESCRIPT • NEXT.JS • TAILWIND CSS POSTGRESQL • RAPID PROTOTYPING • FIGMA

XA LANGUAGES

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ENGLISH (NATIVE/BILINGUAL) PORTUGUESE (NATIVE/BILINGUAL) SPANISH (FULL PROFICIENCY) HUNGARIAN (ELEMENTARY) • DUTCH (ELEMENTARY)

HONORS & AWARDS (ABRIDGED)

2024 LIA (DESIGN: ZEITGEIST) SILVER (HEINEKEN)

2024 CANNES LIONS (B2B: LONG-TERM BB) BRONZE (HEINEKEN)

2024 D&AD (DIRECT / INTEGRATED) ₩00D PENCIL (HEINEKEN)

2024 CLIO (XP/ACTIVATION)

BRONZE (HEINEKEN)

2023 CANNES LIONS (DIRECT: FOOD/DRNK) ¥ BRONZE (HEINEKEN)

2023 LIA (TRANSFORM. BUSINESS IMPACT) X GOLD (HEINEKEN)

2022 CANNES YOUNG LIONS (DIGITAL) P BRONZE (UNITED NATIONS)

2022 YOUNG LIONS NL

₩ GOLD (FAIRPHONE)

2022 YOUNG LIONS NL SILVER (MENTELITY FOUNDATION)

2022 YOUNG LIONS NL

HONORS (BUMA X YOUTUBE)

2021 YOUNG LIONS NL

BRONZE (CONCERTGEBOUW)

AMSTERDAM MOBILITY CHALLENGE SILVER (ADE)

PASSPORTS

BRAZILIAN

ITALIAN 🔘

ISAQUE SENEDA

STRATEGIST + CREATIVE + DEVELOPER AMSTERDAM, NETHERLANDS

= SUMMARY

I HELP COMPANIES --> ① UNDERSTAND THEIR POSITION IN THE WORLD --> TO CREATE ② MEANINGFUL CAMPAIGNS AND ③ USEFUL PRODUCTS.

① BEHAVIORAL RESEARCH & STRATEGY BRAND + PRODUCT STRATEGY BASED ON BEHAVIORAL LITERATURE

② CREATIVE CONCEPTING CULTURALLY RELEVANT CAMPAIGN STRATEGIES + IDEATION **3 WEB DEVELOPMENT**

UX/UI WITH QUICK FULL-STACK IMPLEMENTATION

TOP PICKS

PUBLICIS ITALY (LE PUB)

PRODUCT STRATEGIST + BEHAVIORAL DATA ANALYST (GLOBAL) JUN 2021 - DEC 2023 (2 YEARS 7 MONTHS)

- → Joined the global Heineken Data Lab in quant research and strategy;
- → Creative/product strategy + ideation at Le Garage (inventions team).

₩INEPOPPER

HEAD OF BRAND & PRODUCT STRATEGY + DEVELOPER JAN 2021 - DEC 2021 (1 YEAR)

- → Managed R&D, brand, and product strategy for a gas wine opener startup;
- → Sold out in a week with launch of new brand + website UX + campaign.
- MEGA TABLE ⋅ FOUNDER + STATS INSTRUCTOR + DEVELOPER OCT 2017 - PRESENT (7 YRS 1 MOS) · AMSTERDAM, NETHERLANDS
- **2049 INVENTIONS** STRATEGIST + CREATIVE + DEVELOPER NOV 2023 - PRESENT (1 YR) · AMSTERDAM, NETHERLANDS
- MENSA INTERNATIONAL · FULL-STACK DEVELOPER + UX / UI DESIGNER JUL 2024 - SEP 2024 (3 MOS) · AMSTERDAM, NETHERLANDS
- MIAMI AD SCHOOL . GUEST LECTURER NOV 2023 - JAN 2024 (3 MOS) · BERLIN, GERMANY
- PUBLICIS GROUPE · ART DIRECTOR & CREATIVE STRATEGIST JUN 2021 - SEP 2023 (4 MOS) · AMSTERDAM, NETHERLANDS
- MUSEU DO AMANHÃ (MOTI) · BRAND STRATEGIST & DIGITAL DESIGNER
- **CENTRAL ENGENHARIA ELÉTRICA** · TRAINEE SERVICE DESIGNER JUL 2018 - JAN 2019 (7 MOS) · SÃO PAULO, BRAZIL
- ARENAS ESPM · TRAINEE ART DIRECTOR & CREATIVE STRATEGIST FEB 2016 - JUL 2016 (6 MOS) · SÃO PAULO, BRAZIL
- SYNERGY KOELLE · E-SPORTS ATHLETE (GOOGLER)

⇔ EDUCATION

@d.MBA

COHORT, BUSINESS DESIGN

- ROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY ROTTERDAM MSc, MARKETING MANAGEMENT
- FACULTY OF SOCIAL & BEHAVIOURAL SCIENCES, UNIVERSITY OF AMSTERDAM BSc, COMMUNICATION SCIENCE (HONOURS)
- **JONGEHONDEN / YOUNGDOGS**

MINOR, BUSINESS ADMINISTRATION

PORTFOLIO COMPETITIONS, ART DIRECTION & CREATIVE STRATEGY

- PARSONS SCHOOL OF DESIGN, THE NEW SCHOOL STUDY ABROAD, COMMUNICATION DESIGN
- **™** WILLEM DE KOONING ACADEMY
- PROPEDEUSE, AUDIOVISUAL DESIGN
- ESCOLA SUPERIOR DE PROPAGANDA E MARKETING PORTFOLIO SCHOOL, ADVERTISING & MARKETING
- ROTARY INTERNATIONAL

YOUTH EXCHANGE PROGRAM, HUNGARY

PROJECTS



MENSA CAMP



MEGA TABLE



WINEPOPPER



