

CONTACT

hello@isaque.me

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

TOP SKILLS

BRAND & PRODUCT STRATEGY  
PRODUCT IDEATION / SERVICE DESIGN  
BEHAVIORAL & PSYCHOMETRIC RESEARCH

DIGITAL DESIGN • FILMMAKING • PUBLIC SPEAKING  
R • SPSS • HTML/CSS/JS • BUSINESS DESIGN

LANGUAGES

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

HONORS & AWARDS ABRIDGED

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

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

2023 GOLDEN DRUM (SOCIAL GOOD)  
🏆 GOLD (HEINEKEN)

2023 LIA (CREATIVITY IN B2B)  
📄 SHORTLIST (HEINEKEN)

2023 CANNES LIONS (SOCIAL: TARGETING)  
📄 SHORTLIST (HEINEKEN)

2023 CANNES LIONS (B2B: TARGETING)  
📄 SHORTLIST (HEINEKEN)

2023 CLUBE DE CRIAÇÃO (FILM: DRNK)  
🏆 SILVER (HEINEKEN)

2022 CANNES YOUNG LIONS (DIGITAL)  
🏆 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

(BRAND + PRODUCT) \* (RESEARCHER + STRATEGIST + DESIGNER)  
AMSTERDAM, NETHERLANDS

SUMMARY

I help companies craft meaningful brand/product USPs, and translate those USPs into valuable services in 3 steps:

① RESEARCH  
BEHAVIORAL RESEARCH • PSYCHOMETRIC ANALYSIS

② STRATEGY  
BRAND + PRODUCT STRATEGY • BUSINESS DESIGN

③ DESIGN  
SERVICE / UX DESIGN • FRONT-END DEVELOPMENT


EXPERIENCE

 **PUBLICIS ITALY / LE PUB**  
CREATIVE & PRODUCT STRATEGIST  
JUN 2021 - PRESENT (2 YEARS 5 MONTHS)  
AMSTERDAM, NETHERLANDS


- Joined the global Heineken account as data strategist on Data Lab;
- Now in product strategy + ideation at Le Garage (innovation/tech team).

 **MEGA TABLE**  
FOUNDER  
OCT 2017 - PRESENT (6 YEARS 1 MONTH)  
AMSTERDAM, NETHERLANDS


- A subscription-based data analysis course and platform;
- Taught 600+ UvA students, open-source summary used by 2000+ students.

 **WINEPOPPER**  
BRAND & PRODUCT STRATEGIST  
JAN 2021 - DEC 2021 (1 YEAR)  
SÃO PAULO, BRAZIL

- Managed brand and product strategy for a gas wine opener;
- 200 units sold out in a week with launch of new website UX + campaign.

 **MUSEU DO AMANHÃ (MOTI)**  
BRAND STRATEGIST & DIGITAL DESIGNER  
NOV 2018 - JUN 2021 (2 YEARS 7 MONTHS)  
AMSTERDAM, NETHERLANDS

- Storytelling agency for sustainability museums worldwide.
- Led development of FORMS' global brand identity (visual + strategic);


 **ARENAS ESPM**  
CREATIVE STRATEGIST & ART DIRECTOR  
FEB 2016 - JUL 2016 (6 MONTHS)  
SÃO PAULO, BRAZIL

- Traineeship at ESPM student ad agency creating for Mentos and Mondelēz;
- Collaborated with professionals from renowned agencies in São Paulo.

EDUCATION

@ **d.MBA**  
COHORT, BUSINESS DESIGN

 **ROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY**  
MSc, MARKETING MANAGEMENT

 **UNIVERSITY OF AMSTERDAM**  
BSc, COMMUNICATION SCIENCE (🏆 HONORS)  
MINOR, BUSINESS ADMINISTRATION

 **OPEN SOURCE SOCIETY UNIVERSITY**  
OPEN-SOURCE DEGREE, COMPUTER SCIENCE • (CURRENTLY ENROLLED)

 **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

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