# CONTACT

hello@isaque.me

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

## TOP SKILLS

BRAND & PRODUCT STRATEGY
PRODUCT IDEATION
STATS & PSYCHOMETRICS
DIGITAL DESIGN • FILMMAKING • PUBLIC SPEAKING
R • SPSS • HTML/CSS • MARKETING STRATEGY

## LANGUAGES

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

# **HONORS & AWARDS**

2022 GLOBAL CANNES YOUNG LIONS PRONZE (DIGITAL)

2022 YOUNG LIONS NL GOLD (FAIRPHONE)

2022 YOUNG LIONS NL

\*\* SILVER (MENTELITY FOUNDATION)

2022 YOUNG LIONS NL

KNOWN (BUMA X YOUTUBE)

2021 YOUNG LIONS NL

▼ BRONZE (CONCERTGEBOUW)

HUNGARIAN HS FILM FESTIVAL

\*\*BEST NEW FILMMAKER

AMSTERDAM MOBILITY CHALLENGE

★ SILVER (ADE)

FACAMP WEB GAME

\*\*NATIONAL CHAMPION

2022 LIA CREATIVE LIAISONS MENTEE

## **PASSPORTS**

BRAZILIAN

ITALIAN 💿

# ISAQUE SENEDA

BRAND & PRODUCT STRATEGIST

AMSTERDAM, NETHERLANDS

# SUMMARY

- ▶ A strategist with extensive consumer research skills.
- ĭ I help companies crack: brand + product USP during R&D.
- ▶ Goal: crafting meaningful product + brand combinations.
- Experienced in 4 countries.
- ▶ Fluent in behavioral sciences and statistics.

#### HOLLAND CODE

→ #「 ~~> ~@

ENTREPRENEURIAL • ARTISTIC • INVESTIGATIVE

#### CLIFTONSTRENGTHS

COMPETITION • SIGNIFICANCE • RESTORATIVE • COMMUNICATION • FOCUS

# **EXPERIENCE**

## PUBLICIS ITALY / LE PUB

CREATIVE & PRODUCT STRATEGIST

JUN 2021 - PRESENT (1 YEAR 6 MONTHS)

AMSTERDAM, NETHERLANDS

- → Joined the global Heineken account as data strategist on Data Lab;
- → Now working at Le Garage (product/tech team) as a product strategist;
- → Running statistical analyses to ideate innovation-led campaigns.

#### MEGA TABLE

FOUNDER

OCT 2017 - PRESENT (5 YEARS 6 MONTHS)

AMSTERDAM, NETHERLANDS

- → A stats course and platform with 30+ hours of content.
- → Taught 600+ first- and second-year UvA students.
- → Created a summary used by 2000+ students, now official UvA material.

#### ■ WINEPOPPER

BRAND & PRODUCT STRATEGIST

JAN 2021 - DEC 2021 (1 YEAR)

SÃO PAULO, BRAZI

- → Repositioning and rebranding of Winepopper (Brazilian gas wine opener);
- → Managed market research, product strategy, UX & product development;
- → Sold out 200 units in a week, with launch of new website + campaign.

#### MUSEU DO AMANHÃ (MOTI)

DIGITAL DESIGNER & BRAND STRATEGIST

NOV 2018 - JUN 2021 (2 YEARS 7 MONTHS)

AMSTERDAM, NETHERLANDS

- → Headed the development of FORMS' global brand identity;
- → Development of brand strategy, service strategy, and digital design.
- ightarrow FORMS: collabor. platform connecting sustainability museums worldwide.

# **EDUCATION**

## ROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY

MSc, MARKETING MANAGEMENT · (2020 - 2021)

## PARSONS SCHOOL OF DESIGN, THE NEW SCHOOL

STUDY ABROAD, COMMUNICATION DESIGN · (2020 - 2020)

#### **UNIVERSITY OF AMSTERDAM**

BSc, COMMUNICATION SCIENCE (\*HONORS) · (2017 - 2020)
MINOR, BUSINESS ADMINISTRATION · (2018 - 2019)

#### **™** WILLEM DE KOONING ACADEMY

PROPEDEUSE, AUDIOVISUAL DESIGN · (2016 - 2017)

#### ESCOLA SUPERIOR DE PROPAGANDA E MARKETING

PORTFOLIO SCHOOL, ADVERTISING & MARKETING · (2016 - 2016)

#### ROTARY INTERNATIONAL

YOUTH EXCHANGE PROGRAM, HUNGARY · (2014 - 2015)

RESULTS RESULT