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 • GWI • BUSINESS DESIGN

LANGUAGES

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

HONORS & AWARDS

2022 GLOBAL CANNES YOUNG LIONS ▼ BRONZE (DIGITAL)

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)

HUNGARIAN HS FILM FESTIVAL ▼ BEST NEW FILMMAKER

AMSTERDAM MOBILITY CHALLENGE

FACAMP WEB GAME

MATIONAL CHAMPION

2022 LIA CREATIVE LIAISONS ◆ MENTEE

PASSPORTS

BRAZILIAN

ITALIAN 💮

ISAQUE SENEDA

BRAND & PRODUCT STRATEGIST

AMSTERDAM, NETHERLANDS

SUMMARY

- Skilled strategist and consumer researcher.
- ¥ I help companies craft meaningful brand/product USPs.
- ≥ And translate USPs into business ideas.
- ☑ International XP, fluent in behavioral sciences and stats.

HOLLAND CODE

→ #[~~> ~@

ENTREPRENEURIAL • ARTISTIC • INVESTIGATIVE

CLIFTONSTRENGTHS

COMPETITION • SIGNIFICANCE • RESTORATIVE • COMMUNICATION • FOCUS

EXPERIENCE

PUBLICIS ITALY / LE PUB

CREATIVE & PRODUCT STRATEGIST

JUN 2021 - PRESENT (1 YEAR 7 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 (5 YEARS 3 MONTHS)

AMSTERDAM, NETHERLANDS

- → A stats course and platform with 30+ hours of content;
- → Taught 600+ UvA students, open-source summary used by 2000+ students.

™ WINEPOPPER

BRAND & PRODUCT STRATEGIST

JAN 2021 - DEC 2021 (1 YEAR)

- → 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)

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

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 (*THONORS) · (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 RESULTS

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