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

2023 CANNES LIONS (FILM: FOOD/DRNK)

SHORTLIST (HEINEKEN)

2023 CANNES LIONS (B2B: TARGETING)

SHORTLIST (HEINEKEN)

2023 CANNES LIONS (B2B: CROSS-CHANNEL)

SHORTLIST (HEINEKEN)

2023 CANNES LIONS (DIRECT: FOOD/DRNK)

SHORTLIST (HEINEKEN)

2023 CANNES LIONS (SOCIAL: TARGETING)

SHORTLIST (HEINEKEN)

2022 CANNES YOUNG LIONS (DIGITAL)

PBRONZE (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)

HUNGARIAN HS FILM FESTIVAL

✓ BEST NEW FILMMAKER

FACAMP WEB GAME

** NATIONAL CHAMPION

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 (2 YEARS 1 MONTH)

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 9 MONTHS)

AMSTERDAM, NETHERLANDS

- → A stats course and platform with 30+ hours of content;
- \rightarrow 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

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

EDUCATION

@d.MBA

COHORT, BUSINESS DESIGN · (2023 - 2023)

PROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY

MSc, MARKETING MANAGEMENT · (2020 - 2021)

♥ UNIVERSITY OF AMSTERDAM

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

OPEN SOURCE SOCIETY UNIVERSITY

OPEN-SOURCE DEGREE, COMPUTER SCIENCE · (2023 - 2025)

PARSONS SCHOOL OF DESIGN, THE NEW SCHOOL

STUDY ABROAD, COMMUNICATION DESIGN · (2020 - 2020)

™ WILLEM DE KOONING ACADEMY

PROPEDEUSE, AUDIOVISUAL DESIGN · (2016 - 2017)

ESCOLA SUPERIOR DE PROPAGANDA E MARKETING

PORTFOLIO SCHOOL, ADVERTISING & MARKETING \cdot (2016 - 2016)

ROTARY INTERNATIONAL

YOUTH EXCHANGE PROGRAM, HUNGARY · (2014 - 2015)

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