

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  
🏆 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  
🏆 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.
- 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.

EXPERIENCE

(1/2)

🇳🇱 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, BRAZIL

- ➔ 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.
- ➔ FORMS: collabor. platform connecting sustainability museums worldwide.

HOLLAND CODE

ENTREPRENEURIAL • ARTISTIC • INVESTIGATIVE

CLIFTONSTRENGTHS

COMPETITION • SIGNIFICANCE • RESTORATIVE • COMMUNICATION • FOCUS

EXPERIENCE

(2/2)

🇧🇷 ARENAS ESPM

TRAINEE ART DIRECTOR & PLANNER  
FEB 2016 - JUL 2016 (6 MONTHS)  
SÃO PAULO, BRAZIL

- ➔ Traineeship in ESPM student advertising agency;
- ➔ Created campaigns for Mentos and Mondelēz Lacta BIS;
- ➔ Collaboration 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 (🏆 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)

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