

CONTACT

hello@isaque.me

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

TOP SKILLS

ABRIDGED

- ① BEHAVIORAL RESEARCH & STRATEGY
R • SPSS • PSYCHOMETRIC SCALE CONSTRUCTION
SURVEY/EXPERIMENT DESIGN • INFERENTIAL STATS
BUSINESS DESIGN • POSITIONING
- ② CREATIVE CONCEPTING
BRAND-CULTURE PLATFORMS • PUBLIC SPEAKING (PITCHING)
CULTURAL PRODUCT PIECES • FILMMAKING • AUDIO
DIGITAL DESIGN • BEHAVIORAL INTERVENTION DESIGN
- ③ WEB DEVELOPMENT
REACT • NEXT.JS • TAILWIND CSS
RAPID PROTOTYPING • FIGMA • AGILE

LANGUAGES

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

HONORS & AWARDS

ABRIDGED

- 2024 LIA (DESIGN: ZEITGEIST)
🥈 SILVER (HEINEKEN)
- 2024 CANNES LIONS (B2B: LONG-TERM BB)
🥉 BRONZE (HEINEKEN)
- 2024 D&AD (DIRECT / INTEGRATED)
🖋️ WOOD PENCIL (HEINEKEN)
- 2024 CLIO (XP/ACTIVATION)
🥉 BRONZE (HEINEKEN)
- 2023 CANNES LIONS (DIRECT: FOOD/DRNK)
🥉 BRONZE (HEINEKEN)
- 2023 LIA (TRANSFORM. BUSINESS IMPACT)
🥇 GOLD (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

STRATEGIST + CREATIVE + DEVELOPER
AMSTERDAM, NETHERLANDS

SUMMARY

I HELP COMPANIES --> ① UNDERSTAND THEIR POSITION IN THE WORLD --> TO CREATE ② MEANINGFUL CAMPAIGNS AND ③ USEFUL PRODUCTS.

① BEHAVIORAL RESEARCH & STRATEGY
CONDUCTING PSYCHOMETRIC AND BEHAVIORAL STUDIES
TO INFORM BRAND AND PRODUCT STRATEGIES.

② CREATIVE CONCEPTING
CRAFTING CULTURALLY RELEVANT CAMPAIGNS THAT ALIGN
WITH EMERGING NARRATIVES.

③ WEB DEVELOPMENT
DESIGNING AND CODING WEB APPS, SWITCHING BETWEEN UX/UI
AND DEVELOPMENT TO STAY FAST.

EXPERIENCE

ABRIDGED

🏢 MEGA TABLE
FOUNDER + BEHAVIORAL STATS INSTRUCTOR
OCT 2017 - PRESENT (7 YEARS 1 MONTH)
AMSTERDAM, NETHERLANDS
→ A subscription-based education platform for inferential statistics;
→ Method used by over 2000+ college students, part of UvA BSc syllabus.

🏢 PUBLICIS ITALY (LE PUB)
BEHAVIORAL DATA ANALYST / PRODUCT STRATEGIST (GLOBAL)
JUN 2021 - DEC 2023 (2 YEARS 7 MONTHS)
AMSTERDAM, NETHERLANDS
→ Joined the global Heineken Data Lab in quant research and strategy;
→ Creative/product strategy + ideation at Le Garage (inventions team).

🏢 WINEPOPPER
HEAD OF BRAND & PRODUCT STRATEGY
JAN 2021 - DEC 2021 (1 YEAR)
SÃO PAULO, BRAZIL
→ Managed R&D, brand, and product strategy for a gas wine opener startup;
→ Sold out in a week with launch of new brand + 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);

🏢 CENTRAL ENGENHARIA ELÉTRICA
TRAINEE SERVICE DESIGNER
FEB 2016 - JUL 2016 (6 MONTHS)
RIO CLARO, BRAZIL
→ Service design traineeship for a local electrical engineering firm;
→ Developed and implemented a new employee service model (€12k savings/year).

EDUCATION

@ d.MBA
COHORT, BUSINESS DESIGN

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

🏢 FACULTY OF SOCIAL & BEHAVIOURAL SCIENCES, UNIVERSITY OF AMSTERDAM
BSc, COMMUNICATION SCIENCE🦉(HONOURS)
MINOR, BUSINESS ADMINISTRATION

🏢 JONGEHONDEN / YOUNGDOGS
PORTFOLIO COMPETITIONS, ART DIRECTION & CREATIVE STRATEGY

🏢 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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