

Contact

hello@isaque.me

isaque.me (Portfolio)

linkedin.isaque.me (Linkedin)

Top Skills

Data Strategy

Digital Design

Innovation-Led Art Direction

Filmmaking • Public Speaking • Sound Engineering
R • SPSS • HTML/CSS • Marketing Strategy

Languages

English (Native/Bilingual)

Portuguese (Native/Bilingual)

Spanish (Full Proficiency)

Hungarian (Elementary)

Dutch (Elementary)

Honors & Awards

2022 Young Lions NL
🏆 Gold

2021 Young Lions NL
🏆 Bronze

Amsterdam Mobility Challenge
🥈 Silver

Hungarian HS Film Festival
🏆 Best New Filmmaker

2022 LIA Creative Liaisons
🎓 Mentee

Passports

Brazilian

Italian 🇪🇺

ISAQUE SENEDA

CREATIVE/STRATEGIST

Amsterdam, Netherlands

Summary

Name your goals and we'll work backwards from there.

If we want to create value, we have to transcend routine.

First we take risks and experiment. Then we test and select.

We're in it to fix real problems. Find me at my best in

ambitious, diverse, and dynamic environments.

Holland Code

Entrepreneurial • Artistic • Investigative

CliftonStrengths

Competition • Significance • Restorative • Communication • Focus

Experience

Le Pub / Publicis Groupe NL

Trainee Data Strategist / Art Director

Jun 2021 - Present (7 months)

Amsterdam, Netherlands

After a 3-month internship under CCO Eduardo Marques (Moldy Whopper), I had the pleasure to join the global Heineken team at Le Pub. Working within the XP+Innovation department, I combine UX, art dir., strategy, and data science skills.

Winepopper

Digital Designer / Brand Strategist

Jan 2021 - Jun 2021 (6 months)

São Paulo, Brazil

I kickstarted the process of positioning and rebranding Winepopper (a Brazilian gas wine opener) as a "magic kit for 40+ wine lovers". The process involved managing market re-search, art direction, product design, and media buying.

Museu do Amanhã (MOTI)

Digital Designer

Nov 2018 - Jun 2021 (2 years 7 months)

Amsterdam, Netherlands

I have developed the brand identity for the FORMS alliance, as well as a digital platform to increase collaboration between these museums worldwide. FORMS's landing page inspired Pentagram's identity for UNESCO's Futures Literacy Summit.

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)

Escola Superior de Propaganda e Marketing

Portfolio School, Arenas ESPM • (2016 - 2016)

Willem de Kooning Academy

Propedause, Audiovisual Design • (2016 - 2017)

Volunteer Experience

Rotary International

Youth Exchange Student in Hungary

Aug 2014 - Jun 2015 (11 months)

University of Amsterdam

SPSS Mega Table, Creator

Oct 2017 - Present (2 years 10 months)