

Contact

hello@isaque.me

isaque.me (Portfolio)

isaque.me/linkedin (Linkedin)

Top Skills

Creative & Brand Strategy  
Innovation-Led Art Direction  
Data & Psychometrics Research  
Digital Design • Filmmaking • Public Speaking  
R • SPSS • HTML/CSS • Brand & Product 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 Found.)  
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

CREATIVE / STRATEGIST  
Amsterdam, Netherlands

Summary

Name your goals and we'll reverse engineer 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.



Experience

Publicis Italy / Le Pub  
Junior Creative / Strategist  
Jun 2021 - Present (1 year 2 months)  
Amsterdam, Netherlands

Here I had the opportunity to join the global Heineken team alongside top talent from the ad industry. After Data Lab, I now work at Le Garage (product/tech team) as a creative strategist using data to ideate innovation-led campaigns.

Winepopper  
Digital Designer / Brand Strategist  
Jan 2021 - Dec 2021 (1 year)  
São Paulo, Brazil

I kickstarted the process of positioning and rebranding of 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

In this part-time traineeship alongside school, I headed the development of FORMS' global brand identity both in terms of brand strategy, as well as digital design. FORMS is collaborative platform connecting sustainability museums worldwide.

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 - Jul 2015 (1 year)

University of Amsterdam  
MEGA TABLE, Founder & Stats Tutor  
Oct 2017 - Present (4 years 10 months)