

CONTACT

hello@isaque.me

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

TOP SKILLS

BRAND & PRODUCT STRATEGY  
PRODUCT IDEATION / SERVICE DESIGN  
BEHAVIORAL & PSYCHOMETRIC RESEARCH

DIGITAL DESIGN • FILMMAKING • PUBLIC SPEAKING  
R • SPSS • HTML/CSS/JS • BUSINESS DESIGN

LANGUAGES

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

HONORS & AWARDS

2023 CANNES LIONS (DIRECT: FOOD/DRNK)  
🏆 BRONZE (HEINEKEN)

2023 LIA (TRANSFORM. BUSINESS IMPACT)  
🏆 GOLD (HEINEKEN)

2023 GOLDEN DRUM (SOCIAL GOOD)  
🏆 GOLD (HEINEKEN)

2023 LIA (CREATIVITY IN B2B)  
📄 SHORTLIST (HEINEKEN)

2023 CANNES LIONS (SOCIAL: TARGETING)  
📄 SHORTLIST (HEINEKEN)

2023 CANNES LIONS (B2B: TARGETING)  
📄 SHORTLIST (HEINEKEN)

2023 CLUBE DE CRIAÇÃO (FILM: DRNK)  
🏆 SILVER (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

(BRAND + PRODUCT) \* (RESEARCHER + STRATEGIST + DESIGNER)  
SAO PAULO, BRAZIL

SUMMARY

I help companies craft meaningful brand/product USPs, and translate those USPs into valuable services in 3 steps:



EXPERIENCE

🏢 MEGA TABLE  
FOUNDER + STATS INSTRUCTOR  
OCT 2017 - PRESENT (6 YEARS 1 MONTH)  
AMSTERDAM, NETHERLANDS  
→ A subscription-based data analysis course and platform;  
→ Taught 600+ UvA students, open-source summary used by 2000+ students.

🏢 PUBLICIS ITALY (LE PUB)  
DATA ANALYST / CREATIVE & PRODUCT STRATEGIST  
JUN 2021 - DEC 2023 (2 YEARS 5 MONTHS)  
AMSTERDAM, NETHERLANDS  
→ Joined the global Heineken account as data strategist on Data Lab;  
→ Later in product strategy + ideation at Le Garage (innovation team).

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

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

🏢 OPEN SOURCE SOCIETY UNIVERSITY  
OPEN-SOURCE DEGREE, COMPUTER & DATA SCIENCE • (CURRENTLY ENROLLED)

🏢 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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