

CONTACT

hello@isaque.me

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

TOP SKILLS

BRAND, CREATIVE, & PD STRATEGY  
PRODUCT & SERVICE 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

CREATIVE & PRODUCT STRATEGIST  
AMSTERDAM, NETHERLANDS

SUMMARY

I am a strategist w/ product ideation, design, and consumer research skills. Brazilian w/ experience in 4 countries. I create products that tell stories because products are stories (Berkeley, 1713). In it to fix real problems. Fluent in behavioral sciences, psychometrics, and stats.

EXPERIENCE

🇮🇹 PUBLICIS ITALY / LE PUB

CREATIVE & PRODUCT STRATEGIST  
JUN 2021 - PRESENT (1 YEAR 6 MONTHS)  
AMSTERDAM, NETHERLANDS

Here I joined 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

BRAND & PRODUCT STRATEGIST  
JAN 2021 - DEC 2021 (1 YEAR)  
SÃO PAULO, BRAZIL

Repositioning and rebranding of Winepopper (Brazilian gas wine opener) as a "magic kit for 40+ wine lovers". The process involved managing market research & strategy, service & product design, and media buying.

🇳🇱 MUSEU DO AMANHÃ (MOTI)

DIGITAL DESIGNER & BRAND STRATEGIST  
NOV 2018 - JUN 2021 (2 YEARS 7 MONTHS)  
AMSTERDAM, NETHERLANDS

Traineeship where 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.

🇧🇷 ARENAS ESPM

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

A student advertising agency, where I created campaigns for real Brazilian clients such as Mentos and Mondelēz Lacta BIS. The process involved collaboration with professionals from renowned agencies in São Paulo.

HOLLAND CODE

ENTREPRENEURIAL • ARTISTIC • INVESTIGATIVE

CLIFTONSTRENGTHS

COMPETITION • SIGNIFICANCE • RESTORATIVE • COMMUNICATION • FOCUS

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

PROPEDEUSE, AUDIOVISUAL DESIGN • (2016 - 2017)

VOLUNTEER EXPERIENCE

🌐 ROTARY INTERNATIONAL

YOUTH EXCHANGE STUDENT IN HUNGARY  
AUG 2014 - JUL 2015 (1 YEAR)

🇳🇱 TNW CONFERENCE

STAFF  
MAY 2018 - MAY 2019 (1 YEAR)

🇳🇱 UNIVERSITY OF AMSTERDAM

MEGA TABLE, FOUNDER & STATS TUTOR  
OCT 2017 - PRESENT (4 YEARS 10 MONTHS)