⇔ CONTACT

hello@isaque.me

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

O 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
CULTURAL PRODUCT PIECES • FILMMAKING • AUDIO
DIGITAL DESIGN • BEHAVIORAL INTERVENTION DESIGN

3 WEB DEVELOPMENT

REACT • TYPESCRIPT • NEXT.JS • TAILWIND CSS POSTGRESQL • RAPID PROTOTYPING • FIGMA

★ LANGUAGES

ENGLISH (NATIVE/BILINGUAL)

PORTUGUESE (NATIVE/BILINGUAL)

SPANISH (FULL PROFICIENCY)

HUNGARIAN (ELEMENTARY) · DUTCH (ELEMENTARY)

ABRIDGED & 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)

PRONZE (UNITED NATIONS)

2022 YOUNG LIONS NL

₩ GOLD (FAIRPHONE)

1 GULD (FAIRPHUNE)

2022 YOUNG LIONS NL

** SILVER (MENTELITY FOUNDATION)

2022 YOUNG LIONS NL

HONORS (BUMA X YOUTUBE)

2021 YOUNG LIONS NL

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
BRAND + PRODUCT STRATEGY FROM TAILORED STUDIES

② CREATIVE CONCEPTING
CULTURALLY RELEVANT CAMPAIGN STRATEGIES + IDEATION

3 WEB DEVELOPMENT

UX/UI WITH QUICK FULL-STACK IMPLEMENTATION

TOP PICKS

™ PUBLICIS ITALY (LE PUB)

PRODUCT STRATEGIST + BEHAVIORAL DATA ANALYST (GLOBAL)

JUN 2021 - DEC 2023 (2 YEARS 7 MONTHS)

- → 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 + DEVELOPER

JAN 2021 - DEC 2021 (1 YEAR)

SÃO PAULO BRAZZI

- → Managed R&D, brand, and product strategy for a gas wine opener startup;
- ightarrow Sold out in a week with launch of new brand + website UX + campaign.
- MEGA TABLE · FOUNDER + STATS INSTRUCTOR + DEVELOPER

 OCT 2017 PRESENT (7 YRS 5 MOS) · AMSTERDAM, NETHERLANDS
- 2049 INVENTIONS · STRATEGIST + CREATIVE + DEVELOPER

 NOV 2023 PRESENT (1 YR 4 MOS) · AMSTERDAM, NETHERLANDS
- MENSA INTERNATIONAL · FULL-STACK DEVELOPER + UX / UI DESIGNER

 JUL 2024 FEB 2025 (8 MOS) · AMSTERDAM, NETHERLANDS
- MIAMI AD SCHOOL · GUEST LECTURER

 NOV 2023 JAN 2024 (3 MOS) · BERLIN, GERMANY
- PUBLICIS GROUPE · ART DIRECTOR & CREATIVE STRATEGIST
 JUN 2021 SEP 2023 (4 MOS) · AMSTERDAM, NETHERLANDS
- MUSEU DO AMANHÃ (MOTI) · BRAND STRATEGIST & DIGITAL DESIGNER
- CENTRAL ENGENHARIA ELÉTRICA · TRAINEE SERVICE DESIGNER
 JUL 2018 JAN 2019 (7 MOS) · SÃO PAULO, BRAZIL
- ARENAS ESPM · TRAINEE ART DIRECTOR & CREATIVE STRATEGIST FEB 2016 JUL 2016 (6 MOS) · SÃO PAULO, BRAZIL
- SYNERGY KOELLE · E-SPORTS ATHLETE (GOOGLER)
 FEB 2008 NOV 2015 (7 YRS 10 MOS) · SÃO PAULO, BRAZII

⇔ EDUCATION

@d.MBA

COHORT, BUSINESS DESIGN

- ROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY ROTTERDAM
 MSc, MARKETING MANAGEMENT
- 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
- PROPEDEUSE, AUDIOVISUAL DESIGN
- ESCOLA SUPERIOR DE PROPAGANDA E MARKETING
 PORTFOLIO SCHOOL, ADVERTISING & MARKETING
- **ROTARY INTERNATIONAL**

YOUTH EXCHANGE PROGRAM, HUNGARY

□ PROJECTS



MENSA CAMP Full-stack dev



NOT ALL NIGHTS
DATA STRATEGY



WINEPOPPER Brand Strategy



THE BORING PHONE
PR CAMPATGN

