

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
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

RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS
RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS
RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS
RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS
RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS
RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS

RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS