

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 Found.)  
2022 Young Lions NL  
🏆 Honors (Buma X YouTube)  
2021 Young Lions NL  
🏆 Bronze (Concertgebouw)  
Amsterdam Mobility Challenge  
🏆 Silver (ADE)  
FACAMP Web Game  
🏆 National Champion  
2022 LIA Creative Liaisons  
🏆 Mentee

Passports

Brazilian  
Italian 🇪🇺

ISAQUE SENEDA

BRAND & PRODUCT STRATEGIST  
Amsterdam, Netherlands

Summary

I am a strategist with product ideation, brand, and consumer research skills. Brazilian w/ 4 countries & counting. 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 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**  
Brand & Product 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 & Brand Strategist  
Nov 2018 - Jun 2021 (2 years 7 months)  
Amsterdam, Netherlands

In this traineeship alongside school, I headed the develop-ment 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**  
Propedeuse, 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)