ISAQUE SENEDA
CREATIVE / DATA STRATEGIST
Amsterdam, Netherlands

Contact

hello@isaque.me

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

Top Skills

Creative Strategy

Innovation-Led Art Direction

Data Science & Research

Digital Design • Filmmaking • Public Speaking
R • SPSS • HTML/CSS • Brand & Product 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)

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 🇪🇺

Summary

Name your goals and we'll work backwards from there.
If we want to create value, we have to transcend routine.
First we take risks and experiment. Then we test and select.
We're in it to fix real problems. Find me at my best in
ambitious, diverse, and dynamic environments.

Holland Code
Entrepreneurial • Artistic • Investigative

CliftonStrengths
Competition • Significance • Restorative • Communication • Focus

Experience

Le Pub (Publicis Groupe)
Creative / Data Strategist
Jun 2021 - Present (1 year)
Amsterdam, Netherlands

After a 3-month internship under CCO Eduardo Marques (Moldy
Whopper), I had the pleasure to join the global Heineken
team at Le Pub. Working within the XP+Innovation department,
I combine strategy, and data science with art direction.

Winepopper
Digital Designer / Brand Strategist
Jan 2021 - Dec 2021 (1 year)
São Paulo, Brazil

I kickstarted the process of positioning and rebranding
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
Nov 2018 - Jun 2021 (2 years 7 months)
Amsterdam, Netherlands

I have developed the brand identity for the FORMS alliance,
as well as a digital platform to increase collaboration be-
tween these museums worldwide. FORMS's landing page inspired
Pentagram's identity for UNESCO's Futures Literacy Summit.

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 9 months)