CONTACT

hello@isaque.me

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

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 • NEXT.JS • TAILWIND CSS RAPID PROTOTYPING • FIGMA • AGILE

★ LANGUAGES

ENGLISH (NATIVE/BILINGUAL)

PORTUGUESE (NATIVE/BILINGUAL)

SPANISH (FULL PROFICIENCY)

HUNGARIAN (ELEMENTARY) • DUTCH (ELEMENTARY)

A HONORS & 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)

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 BEHAVIORAL LITERATURE

② CREATIVE CONCEPTING
CULTURALLY RELEVANT CAMPAIGN STRATEGIES + IDEATION

3 WEB DEVELOPMENT

UX/UI WITH QUICK FRONT-END IMPLEMENTATION

TOP PICKS

PUBLICIS ITALY (LE PUB)

BEHAVIORAL DATA ANALYST / PRODUCT STRATEGIST (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).

₩INEPOPPER

HEAD OF BRAND & PRODUCT STRATEGY

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 1 MOS) · AMSTERDAM, NETHERLANDS
- 2049 INVENTIONS · STRATEGIST + CREATIVE + DEVELOPER
- MENSA INTERNATIONAL · FULL-STACK DEVELOPER + UX / UI DESIGNER

 JUL 2024 SEP 2024 (3 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)

 FER 2008 NOV 2015 (7 VPS 10 MOS) · SÃO PAULO REAZT

SEDUCATION

@d.MBA

COHORT, BUSINESS DESIGN

- MSc, MARKETING MANAGEMENT, ERASMUS UNIVERSITY ROTTERDAM
- FACULTY OF SOCIAL & BEHAVIOURAL SCIENCES, UNIVERSITY OF AMSTERDAM BSc, COMMUNICATION SCIENCE (* HONOURS)
- **JONGEHONDEN / YOUNGDOGS**

MINOR, BUSINESS ADMINISTRATION

PORTFOLIO COMPETITIONS, ART DIRECTION & CREATIVE STRATEGY

- 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 RESULT

RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS RESULTS

14/10/49 09:41