

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:

1 RESEARCH
BEHAVIORAL RESEARCH • PSYCHOMETRIC ANALYSIS

2 STRATEGY
BRAND + PRODUCT STRATEGY • BUSINESS DESIGN

3 DESIGN
SERVICE / UX DESIGN • FRONT-END DEVELOPMENT

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 ROTTERDAM
MSc, MARKETING MANAGEMENT

FACULTY OF SOCIAL & BEHAVIOURAL SCIENCES, UNIVERSITY OF AMSTERDAM
BSc, COMMUNICATION SCIENCE (HONOURS)

AMSTERDAM BUSINESS SCHOOL, UNIVERSITY OF AMSTERDAM
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

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