

CONTACT

hello@isaque.me

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

TOP SKILLS

BRAND & PRODUCT STRATEGY  
PRODUCT 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 FOUNDATION)  
2022 YOUNG LIONS NL  
🏆 HONORS (BUMA X YOUTUBE)  
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 🇪🇺

ISAQUE SENEDA

BRAND & PRODUCT STRATEGIST  
AMSTERDAM, NETHERLANDS


SUMMARY

- A strategist with extensive consumer research skills.
- I help companies crack their USP to craft better offers.
- Shaping brands + USP during product development.
- Experienced in 4 countries.
- Fluent in behavioral sciences and statistics.


HOLLAND CODE  
ENTREPRENEURIAL • ARTISTIC • INVESTIGATIVE

CLIFTONSTRENGTHS  
COMPETITION • SIGNIFICANCE • RESTORATIVE • COMMUNICATION • FOCUS


EXPERIENCE

-  PUBLICIS ITALY / LE PUB


CREATIVE & PRODUCT STRATEGIST  
JUN 2021 - PRESENT (1 YEAR 6 MONTHS)  
AMSTERDAM, NETHERLANDS

➔ Joined the global Heineken account as data strategist on Data Lab;  
➔ Now working at Le Garage (product/tech team) as a product strategist;  
➔ Running statistical analyses to ideate innovation-led campaigns.
-  MEGA TABLE

FOUNDER  
OCT 2017 - PRESENT (5 YEARS 6 MONTHS)  
AMSTERDAM, NETHERLANDS

➔ A stats course and platform with 30+ hours of content.  
➔ Taught 600+ first- and second-year UvA students.  
➔ Created a summary used by 2000+ students, now official UvA material.
-  WINEPOPPER

BRAND & PRODUCT STRATEGIST  
JAN 2021 - DEC 2021 (1 YEAR)  
SÃO PAULO, BRAZIL

➔ Repositioning and rebranding of Winepopper (Brazilian gas wine opener);  
➔ Managed market research, product strategy, UX & product development;  
➔ Sold out 200 units in a week, with launch of new website + campaign.
-  MUSEU DO AMANHÃ (MOTI)

DIGITAL DESIGNER & BRAND STRATEGIST  
NOV 2018 - JUN 2021 (2 YEARS 7 MONTHS)  
AMSTERDAM, NETHERLANDS

➔ Headed the development of FORMS' global brand identity;  
➔ Development of brand strategy, service strategy, and digital design.  
➔ FORMS: collabor. 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)
-  WILLEM DE KOONING ACADEMY

PROPEDEUSE, AUDIOVISUAL DESIGN • (2016 - 2017)
-  ESCOLA SUPERIOR DE PROPAGANDA E MARKETING

PORTFOLIO SCHOOL, ADVERTISING & MARKETING • (2016 - 2016)
-  ROTARY INTERNATIONAL

YOUTH EXCHANGE PROGRAM, HUNGARY • (2014 - 2015)

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 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