# 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 • GWI • BUSINESS DESIGN

# LANGUAGES

ENGLISH (NATIVE/BILINGUAL)

PORTUGUESE (NATIVE/BILINGUAL)

SPANISH (FULL PROFICIENCY)

HUNGARIAN (ELEMENTARY)

DUTCH (ELEMENTARY)

# **HONORS & AWARDS**

2023 CANNES LIONS (DIRECT: FOOD/DRNK)

PBRONZE (HEINEKEN)

2023 CANNES LIONS (CBT: BUSINESS DESIGN)

SHORTLIST (HEINEKEN)

2023 CANNES LIONS (B2B: TARGETING)

SHORTLIST (HEINEKEN)

2023 CANNES LIONS (B2B: CROSS-CHANNEL)

SHORTLIST (HEINEKEN)

2023 CANNES LIONS (SOCIAL: TARGETING)

SHORTLIST (HEINEKEN)

2023 CANNES LIONS (FILM: FOOD/DRNK)

SHORTLIST (HEINEKEN)

2022 CANNES YOUNG LIONS (DIGITAL)

2022 YOUNG LIONS NL

₹ GOLD (FAIRPHONE)
2022 YOUNG LIONS NL

₹ SILVER (MENTELITY FOUNDATION)

2022 YOUNG LIONS NL

ŏ HONORS (BUMA X YOUTUBE)

P BRONZE (UNITED NATIONS)

2021 YOUNG LIONS NL

\*\*BRONZE (CONCERTGEBOUW)

# **PASSPORTS**

BRAZILIAN ITALIAN

# ISAQUE SENEDA

BRAND & PRODUCT STRATEGIST

AMSTERDAM, NETHERLANDS

# SUMMARY

- ≥ Skilled strategist and consumer researcher.
- ĭ I help companies craft meaningful brand/product USPs.
- ≥ And translate USPs into business ideas.
- ≥ International XP, fluent in behavioral sciences and stats.

#### HOLLAND CODE

→ #[ ~~> ~@

ENTREPRENEURIAL • ARTISTIC • INVESTIGATIVE

#### CLIFTONSTRENGTHS

COMPETITION • SIGNIFICANCE • RESTORATIVE • COMMUNICATION • FOCUS

# **EXPERIENCE**

# **PUBLICIS ITALY / LE PUB**

CREATIVE & PRODUCT STRATEGIST

JUN 2021 - PRESENT (2 YEARS 1 MONTH)

AMSTERDAM, NETHERLANDS

- → Joined the global Heineken account as data strategist on Data Lab;
- → Now in product strategy + ideation at Le Garage (innovation/tech team).

#### **MEGA TABLE**

FOUNDER

OCT 2017 - PRESENT (5 YEARS 9 MONTHS)

AMSTERDAM, NETHERLANDS

- → A subscription-based data analysis course and platform;
- $\rightarrow$  Taught 600+ UvA students, open-source summary used by 2000+ students.

#### 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;
- ightarrow Collaborated with professionals from renowned agencies in São Paulo.

# **EDUCATION**

#### @d.MBA

COHORT, BUSINESS DESIGN · (2023 - 2023)

# **PROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY**

MSc, MARKETING MANAGEMENT · (2020 - 2021)

# ♥ UNIVERSITY OF AMSTERDAM

BSc, COMMUNICATION SCIENCE (\*HONORS) · (2017 - 2020)
MINOR, BUSINESS ADMINISTRATION · (2018 - 2019)

### OPEN SOURCE SOCIETY UNIVERSITY

OPEN-SOURCE DEGREE, COMPUTER SCIENCE · (2023 - 2025)

## PARSONS SCHOOL OF DESIGN, THE NEW SCHOOL

STUDY ABROAD, COMMUNICATION DESIGN · (2020 - 2020)

# **™** 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)

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