

CONTACT

hello@isaque.me

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

TOP SKILLS

BRAND & PRODUCT STRATEGY
PRODUCT IDEATION / SERVICE DESIGN
BEHAVIORAL & PSYCHOMETRIC RESEARCH

R • INFERENTIAL STATS • DESIGN THINKING
PUBLIC SPEAKING • FIGMA • HTML/CSS/JS

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) * (BEHAVIORAL STRATEGIST)
SAO PAULO, BRAZIL

SUMMARY

I help companies craft meaningful brand/product USPs, and translate those into valuable services in 3 steps:



EXPERIENCE

🏢 MEGA TABLE
FOUNDER + BEHAVIORAL STATS INSTRUCTOR
OCT 2017 - PRESENT (6 YEARS 1 MONTH)
AMSTERDAM, NETHERLANDS
→ A subscription-based education platform for inferential statistics;
→ Method used by over 2000+ college students, part of UvA BSc syllabus.

🏢 PUBLICIS ITALY (LE PUB)
BEHAVIORAL DATA ANALYST / PRODUCT STRATEGIST (GLOBAL)
JUN 2021 - DEC 2023 (2 YEARS 7 MONTHS)
AMSTERDAM, NETHERLANDS
→ Joined the global Heineken account as quant researcher on Data Lab;
→ Later in product strategy + ideation at Le Garage (innovation team).

🏢 WINEPOPPER
HEAD OF BRAND & PRODUCT STRATEGY
JAN 2021 - DEC 2021 (1 YEAR)
SÃO PAULO, BRAZIL
→ Managed R&D, brand, and product strategy for a gas wine opener startup;
→ 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)
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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