

Contact

hello@isaque.me

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

Top Skills

Creative Strategy
Innovation-Led Art Direction
Data Science & Research
Digital Design • Filmmaking • Public Speaking
R • SPSS • HTML/CSS • Brand & Product 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)
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

PRODUCT CREATIVE / DATA STRATEGIST
Amsterdam, Netherlands

Summary

Name your goals and we'll reverse engineer from there.
If we want to create value, we have to transcend routine.
First we take risks and experiment. Then we test and select.
We're in it to fix real problems. Find me at my best in
ambitious, diverse, and dynamic environments.



Experience

Publicis Italy / Le Pub
Junior Product Creative / Data Strategist
Jun 2021 - Present (1 year 2 months)
Amsterdam, Netherlands

Here I had the opportunity to join the global Heineken team alongside top talent from the ad industry. I currently work within Le Garage (a product/tech crew) as a creative strategist using data science to ideate innovation-led campaigns.

Winepopper
Digital Designer / Brand Strategist
Jan 2021 - Dec 2021 (1 year)
São Paulo, Brazil

I kickstarted the process of positioning and rebranding of Winepopper (a Brazilian gas wine opener) as a "magic kit for 40+ wine lovers". The process involved managing market research, art direction, product design, and media buying.

Museu do Amanhã (MOTI)
Digital Designer
Nov 2018 - Jun 2021 (2 years 7 months)
Amsterdam, Netherlands

In this part-time traineeship alongside school, I headed the development of FORMS' global brand identity both in terms of brand strategy, as well as digital design. FORMS is collaborative 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)

Escola Superior de Propaganda e Marketing
Portfolio School, Arenas ESPM • (2016 - 2016)

Willem de Kooning Academy
Propedause, Audiovisual Design • (2016 - 2017)

Volunteer Experience

Rotary International
Youth Exchange Student in Hungary
Aug 2014 - Jul 2015 (1 year)

University of Amsterdam
MEGA TABLE, Founder & Stats Tutor
Oct 2017 - Present (4 years 9 months)