

Contact

hello@isaque.me

isaque.me (Portfolio)

isaque.me/linkedin (Linkedin)

Top Skills

Brand Strategy

Product & Service Ideation

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)

2022 Young Lions NL
🏆 Silver (Mentelity Found.)

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

PRODUCT 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.

Holland Code

Entrepreneurial • Artistic • Investigative

CliftonStrengths

Competition • Significance • Restorative • Communication • Focus

Experience

Publicis Italy / Le Pub

Junior Creative 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. After Data Lab,
I now work at Le Garage (product/tech team) as a creative
strategist using data to ideate innovation-led campaigns.

Winepopper

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 re-
search, art direction, product design, and media buying.

Museu do Amanhã (MOTI)

Digital Designer / Brand Strategist

Nov 2018 - Jun 2021 (2 years 7 months)

Amsterdam, Netherlands

In this traineeship alongside school, I headed the develop-
ment 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 10 months)