

ISAQUE SENEDA

CREATIVE / STRATEGIST
Amsterdam, Netherlands

Motivation Letter

Introduction

I am Isaque Seneda, a creative and strategist from Brazil. Growing up there, I managed to obtain scholarships that eventually propelled me to my higher education in the Netherlands, where I learned behavioral sciences, psychology, statistics, marketing, and brand development.

Over a year ago, I graduated and was immediately hired at Publicis Italy in Amsterdam, where I currently work. This is my first full-time job, following a two year internship at MOTI (a sustainability storytelling agency).

I have recently won bronze at the Global Cannes Young Lions, which granted me a promotion into “Le Garage” (a tech team within Publicis Italy), where I use data science to ideate innovation-led campaigns alongside top talent from the ad industry.

My three main skills speak to my three main interests: entrepreneurship, art, and investigation (see circles in the top middle).

Synergy

During high school, I was part of Synergy, an online quiz e-sports team. Alongside a selection of 20 of the fastest-googling students from our school, we went on to win several national championships.

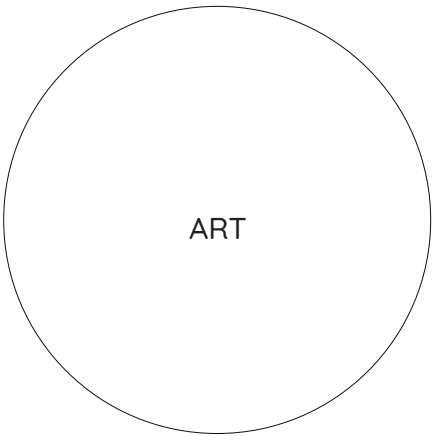
Synergy was an extremely important part of my life. It was a time when I felt like I belonged. There was an overall confidence that together we could answer whatever question came our way.

I am not exaggerating when I say that, given the adequate amount of time and budget, we would have been able to build a rocket to space if that was the task.

Synergy taught me, among many teamwork skills, the importance of believing in the uncertain.



BRAND STRATEGY



CONCEPT + PRODUCT IDEATION



DATA + RESEARCH

Why the Orchard?

In my current career path, I seek to reignite that sense of belonging and possibility that I found at Synergy. And the Orchard program seems to be the right place, because:

- I would work with products I believe in.
- I would work with management that I admire and can learn from.
- I would work with diverse and extremely motivated professionals from all around the world.

And I would LOVE to be part of that.

My Personality

I think I would be a great fit for the team because:

- I'm extremely open-minded, enthusiastic, and extraverted.
- I have non-obvious combinations of interests. e.g., I have a folktronic music project, while I learn Hungarian, and I teach stats.
- Also, I am definitely of an outlaw and creator jungian archetype, built for disruption!

My Skills / Manifested

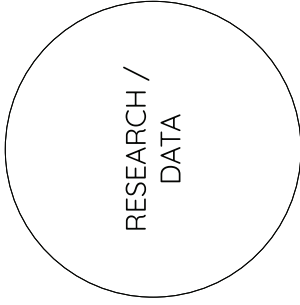
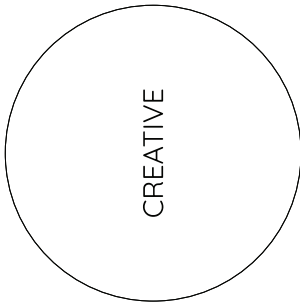
My ideal work environment is ambitious, diverse, and dynamic. This style of working requires goal-orientation and the ability to deal with complexity.

It also involves multidisciplinary. The diagram to the right shows how I usually sit under strategy, while going back and forth between data and creative in order to source and materialize that strategy.

In Sum

I help teams manifest data into narratives throughout the creative pipeline, with knowledge on:

- Behavioral sciences
- Brand psychology
- Academic research
 - ↳ Consulting existing literature
 - ↳ Conducting surveys and focus groups
- Statistics & data science
- Outside perspectives
 - ↳ Brazilian with knowledge on European markets
 - ↳ I am one of those Gen-Zs you see in reports
- Applying for **Brand Manager** at the Orchard.



A CREATIVE STRATEGIST
"ALONGSIDE THE JOURNEY"