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 • MARKETING STRATEGY

LANGUAGES

ENGLISH (NATIVE/BILINGUAL)
PORTUGUESE (NATIVE/BILINGUAL)
SPANISH (FULL PROFICIENCY)
HUNGARIAN (ELEMENTARY)
DUTCH (ELEMENTARY)

HONORS & AWARDS

2022 GLOBAL CANNES YOUNG LIONS
PBRONZE (DIGITAL)

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)

HUNGARIAN HS FILM FESTIVAL

8 BEST NEW FILMMAKER

AMSTERDAM MOBILITY CHALLENGE

★ SILVER (ADE)

FACAMP WEB GAME

X NATIONAL CHAMPION

2022 LIA CREATIVE LIAISONS

◆ MENTEE

PASSPORTS

BRAZILIAN

ITALIAN 🌕

ISAQUE SENEDA

BRAND & PRODUCT STRATEGIST

AMSTERDAM, NETHERLANDS

SUMMARY

- ≥ Skilled strategist and consumer researcher.
- ∨ I help companies craft meaningful brand + product USPs.
- ▶ Then materialize USPs into products & services.
- ▶ International experience in 4 countries.
- ע Fluent in behavioral sciences and statistics.

HOLLAND CODE

ENTREPRENEURIAL • ARTISTIC • INVESTIGATIVE

CLIFTONSTRENGTHS

COMPETITION • SIGNIFICANCE • RESTORATIVE • COMMUNICATION • FOCUS

EXPERIENCE (1/2)

PUBLICIS ITALY / LE PUB

CREATIVE & PRODUCT STRATEGIST

JUN 2021 - PRESENT (1 YEAR 7 MONTHS)

AMSTERDAM, NETHERLANDS

- ightarrow Joined the global Heineken account as data strategist on Data Lab;
- → Now working as a prod. strategist at Le Garage (innovation/tech team);
- → Running statistical analyses to ideate innovation campaigns.

MEGA TABLE

FOUNDER

OCT 2017 - PRESENT (5 YEARS 3 MONTHS)

AMSTERDAM, NETHERLANDS

- → A stats course and platform with 30+ hours of content;
- ightarrow Taught 600+ first- and second-year UvA students;
- → Created a summary used by 2000+ students, now official UvA material.

₩INEPOPPER

BRAND & PRODUCT STRATEGIST

JAN 2021 - DEC 2021 (1 YEAR)

SÃO PAULO, BRAZI

- → Repositioning and rebranding of Winepopper (gas wine opener);
- → Managed market research, product strategy, UX, & product development;
- \rightarrow 200 units sold out in a week with launch of new website + campaign.

MUSEU DO AMANHÃ (MOTI)

BRAND STRATEGIST & DIGITAL DESIGNER

NOV 2018 - JUN 2021 (2 YEARS 7 MONTHS)

AMSTERDAM, NETHERLANDS

- → Led development of FORMS' global brand identity;
- → Developed brand strategy, service strategy, & digital design.
- → FORMS: collaborative platform for sustainability museums worldwide.

EXPERIENCE

(2/2)

→ #「 ~~> ~@

ARENAS ESPM

CREATIVE STRATEGIST & ART DIRECTOR
FEB 2016 - JUL 2016 (6 MONTHS)

- → Traineeship at ESPM student ad agency;
- → Created campaigns for Mentos and Mondelēz Lacta BIS;
- → Collaborated with professionals from renowned agencies in São Paulo.

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 (*SHONORS) · (2017 - 2020)
MINOR, BUSINESS ADMINISTRATION · (2018 - 2019)

™ 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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