

## CONTACT

hello@isaque.me

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

## TOP SKILLS

BRAND, CREATIVE, & PD STRATEGY  
PRODUCT & SERVICE 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  
🏆 BRONZE (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  
🏆 BEST NEW FILMMAKER

AMSTERDAM MOBILITY CHALLENGE  
🏆 SILVER (ADE)

FACAMP WEB GAME  
🏆 NATIONAL CHAMPION

2022 LIA CREATIVE LIAISONS  
🏆 MENTEE

## PASSPORTS

BRAZILIAN  
ITALIAN 🇪🇺

# ISAQUE SENEDA

CREATIVE & PRODUCT STRATEGIST  
AMSTERDAM, NETHERLANDS

## SUMMARY

I am a strategist w/ product ideation, design, and consumer research skills. Brazilian w/ experience in 4 countries.

I create products that tell stories because products are stories (Berkeley, 1713). In it to fix real problems.

Fluent in behavioral sciences, psychometrics, and stats.

### HOLLAND CODE

ENTREPRENEURIAL • ARTISTIC • INVESTIGATIVE

### CLIFTONSTRENGTHS

COMPETITION • SIGNIFICANCE • RESTORATIVE • COMMUNICATION • FOCUS

## EXPERIENCE

### 🇮🇹 PUBLICIS ITALY / LE PUB

CREATIVE & PRODUCT STRATEGIST  
JUN 2021 - PRESENT (1 YEAR 6 MONTHS)

AMSTERDAM, NETHERLANDS

- Joined the global Heineken account as data strategist on Data Lab;
- Now working at Le Garage (product/tech team) as a product strategist;
- Using deep stats to ideate innovation-led campaigns.

### 🇮🇹 WINEPOPPER

BRAND & PRODUCT STRATEGIST  
JAN 2021 - DEC 2021 (1 YEAR)

SÃO PAULO, BRAZIL

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

### 🇳🇱 MUSEU DO AMANHÃ (MOTI)

DIGITAL DESIGNER & BRAND STRATEGIST  
NOV 2018 - JUN 2021 (2 YEARS 7 MONTHS)

AMSTERDAM, NETHERLANDS

- Headed the development of FORMS' global brand identity;
- Development of brand strategy, service strategy, and digital design.
- FORMS: collabor. platform connecting sustainability museums worldwide.

### 🇳🇱 ARENAS ESPM

ART DIRECTOR & PLANNER  
FEB 2016 - JUL 2016 (6 MONTHS)

SÃO PAULO, BRAZIL

- Traineeship in ESPM student advertising agency;
- Created campaigns for Mentos and Mondelez Lacta BIS;
- Collaboration 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 (🏆 HONORS) • (2017 - 2020)  
MINOR, BUSINESS ADMINISTRATION • (2018 - 2019)

### 🇳🇱 ESCOLA SUPERIOR DE PROPAGANDA E MARKETING

PORTFOLIO SCHOOL, ARENAS ESPM • (2016 - 2016)

### 🇳🇱 WILLEM DE KOONING ACADEMY

PROPEDEUSE, AUDIOVISUAL DESIGN • (2016 - 2017)

## VOLUNTEER EXPERIENCE

### 🌐 ROTARY INTERNATIONAL

YOUTH EXCHANGE STUDENT IN HUNGARY  
AUG 2014 - JUL 2015 (1 YEAR)

### 🇳🇱 TNW CONFERENCE

STAFF  
MAY 2018 - MAY 2019 (1 YEAR)

### 🇳🇱 UNIVERSITY OF AMSTERDAM

MEGA TABLE, FOUNDER & STATS TUTOR  
OCT 2017 - PRESENT (4 YEARS 10 MONTHS)