

alfred Jansen

Communication & Creative Services



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Tag Words

#ai
#changemanagement
#connections
#corporate
#crisiscommunications
#diversity
#expertise
#hands-on
#internal
#internalcommunications
#international
#journalism
#marketingcommunications
#media
#publicrelations
#queercommunications
#socialmedia
#strategy
#teamwork

International

Background in international journalism and communications

Native speaker/writer of English and Dutch

Fluent in German (speaking and writing)

Basic proficiency in French and Portuguese

Making Connections Work

Communication is all about making connections work. That's always been at the heart of what I do. Communication plays a pivotal role in fostering sustainable, long-term growth for organizations and individuals. Since I began my journey, the way we communicate has undergone a profound transformation. By staying ahead of these changes, I've consistently succeeded in making connections meaningful and effective.

I'm passionate about my work because every project allows me to apply core values such as honesty, integrity, diversity, transparency, and responsibility. These values are always infused with a healthy dose of creativity. My communication activities also encompass hands-on skills like writing, design, graphics, and photography. Why? Simply because I love it.

At this stage in my career, I'm focused on leveraging my talents, skills, and extensive organizational experience for projects and organizations that align with my core values. You can find more about this philosophy in my Manifesto on the next page.

Based in Lisbon, Portugal, I'm proud to offer communication and creative support to companies, organizations, and projects across Europe. My expertise spans a wide range of topics and industries.

I prioritize collaborating with companies, institutions, and organizations that place people at the center of everything they do. For further insights into my approach, please refer to my Manifesto on the next page.

What I Offer (In Short)

Communication skills at all levels, from small businesses to international strategic and corporate communication.

Strategic communication consulting for a wide range of organizations (profit, non-profit, NGOs).

Content creation, including text and media production, photography, and graphic design.

Enthusiasm, experience, and perseverance that I share with anyone who, like me, is committed to continuous growth.

Education & Training

ONGOING

ICT, social media, creative tools (Adobe), AI

2017

Modeling workshops at Grey Model Agency (London)

2010-2011

Training in social media policies

2009-2011

Training in professional photography

2007 ONWARDS

Training in Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc)

1990

Certificate NGPR-A (Public Relations)

Passionate

I have a passion for photography, art and design, fitness, fashion, music, reading and my community.

My greatest loves are my children, my partner, and our dog.

Pride

I am the Founder/Organizer of the Diversity Platform "Open Mind Rotterdam," a former Board Member of the LGBTQI support organization "COC," and the Founder of the "Macaroni Club," which focused on diversity in arts and talent development.

Focus Areas and Professional Approach

I offer specialized expertise in several areas, including automotive, transport, logistics (B2B), Safety/Health/Environment/Quality (SHEQ), ICT, GDPR/Privacy, (mental) healthcare, tourism, and diversity.

I work across B2C, B2B, and individual sectors.

First and foremost, I am a target-oriented communicator, skilled at handling a wide range of topics and issues.

With my experience in diverse fields, I am capable of addressing organizational challenges, no matter how complex, at any level—both internal and external.

Thanks to my varied background, I can provide fresh insights and deliver real-time results.

I don't do blabla—just results. For more details, feel free to visit my [LinkedIn](#) page.



Photos



Work Experience (Summary)

With over 25 years of diverse experience, I have successfully navigated various roles in communication, public relations, and creative fields, spanning multiple industries. My career includes senior consulting roles, independent projects, and a period of creative exploration, demonstrating my adaptability and passion for continuous learning. Below is a summary of my most significant roles:

2018–Present

Independent Consultant | Lisbon, Portugal

Leading international projects, specializing in content creation, and the integration of online and offline communication strategies.

2017–2018

Senior Consultant | Rotterdam, Netherlands

Provided strategic and practical communication support for the implementation of information security at a sensitive healthcare organization.

2015–2017

Sabbatical | Lisbon, Portugal

Took a creative sabbatical, working as a commercial model at Elite Lisbon and pursuing freelance photography projects.

2009–2015

Freelance Communication Consultant

Delivered communication, public relations, and event management services for a range of clients.

2000–2009

Manager, Corporate Communication | Royal Vopak

Managed corporate communications for this global leader in the tank storage industry, focusing on internal and external communications, branding, and crisis management.

1996–2000

Independent Consultant (Automotive Communication)

Specialized in automotive communications, working with various clients on public relations, marketing, and media outreach.

1995–1996

Public Relations Manager | Daewoo Motor Benelux BV

Led PR efforts for Daewoo Motor in the Benelux region, handling media relations, press releases, and event management.

1986–1995

Independent Journalist and B2C Communications Specialist

Worked on various journalism and B2C communication projects, focusing on content creation, media relations, and public outreach.