

Alfred Jansen

Curriculum vitae 2021

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Alfred is... ...available for jobs/projects at the level of senior communications manager/adviser.

Making connections Making connections is at the heart of what I do. I am convinced that communication always plays a central role in the sustainable growth of an organization. Openness, integrity and diversity are my core values. So, what can you expect from me?

Main skills and ambitions

- communications knowledge and skills (including writing, photography and graphic design) because they are elementary and fun;
- strategic insight into how different types of organisations operate, their internal and external target groups and markets;
- and a high dose of enthusiasm, experience and perseverance that I love to share with anyone who, like me, never stops growing.

I have a couple of specializations – such as automotive, transport, logistics (B2B), oil/chemicals industry, ICT, GDPR/Privacy, tourism and inclusivity – but first and foremost, I'm a target-oriented communicator. Which means I can handle a wide range of organisational issues – no matter how complex – at any level. I deliver fresh insights and results. No blabla.

I like to work for companies, institutions or organizations that put people and their environment first in whatever they do.

Relevant tags Let me share a couple of relevant tag words concerning my work: international, internal, communication, marketing communication, public relations, strategy, change management, diversity, expertise, hands-on, collaborate and connect.

Online For all contact details and links to my social media, please visit alfred-jansen.com.

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Work experience

Today

From September 2018: international senior projects from my studio in Lisbon.

I'm available only for value-adding communications projects on senior level (please check my website, my profile on LinkedIn or contact me for more information).

Current/recent projects involve: (1) organizing industrial safety and health communication, (2) communication and online identity support for a national diversity organization, and (3) identity development and communication production for a newly started premium personal transport company.

2017-2018

June 2017-September 2018: Rotterdam, the Netherlands (senior consultant)

Communication support on both strategic and practical implementation of Information Security for a complex and highly sensitive healthcare organisation. Dealing with both the new European privacy legislation (GDPR) and the certification of the organisation to #NEN7510 level, both to be delivered in 2018. Developing Social Media guidelines and training for employees and clients.

Full communication (internal and organisational) support of the ICT and staff departments.

2015-2017

2015-2017: Lisbon, Portugal (sabbatical)

From August 2015 till May 2017 I took a creative sabbatical. I was hired as a commercial model at Elite Lisbon and did some freelance photography. Used my time to transform the diversity platform Open Mind Rotterdam to a multimedia project focusing on inclusivity and talent development: the B1 project.

2009-2015

2009-today: Communication, public relations and events

Since 2009 I've been a senior communications consultant for various companies, organizations and governments. In addition to the strategic communications services I've always been producing, developing and designing (online, offline and social) media.

This period has seen an increase in organizing events for various organizations, such as the 'Open Mind Rotterdam' diversity platform and TEDxRotterdam.

2000-2009

2000-2009: Manager Corporate Communication Royal Vopak

Next to building the then new Vopak brand and setting up of the corporate communications department, I became the communications advisor to the Board of Directors and Division Presidents focusing on media/press and identity/reputation/crisis management. Not only have I been responsible for policy, but also for global, divisional and HQ internal communication, producing all global corporate media.

1996-2000

Independent (automotive communication)

1995-1996

1995: Public Relations Manager Daewoo Motor Benelux BV

Develop all PR activities and implement them during their start-up phase, including all tools and networking, including the support of the dealer organisation, press and management team.

1986-1995

Independent (journalism, consumer and automotive communication)

Training and personal stuff

Education and training

2017/2018: specialising in ICT media and Information Security (European GDPR level) and social media policies

2016/2018: classes in Portuguese language

2010/2011: training in social media

2009/2011: training in professional photography

2007/2009: expert in Adobe CC Photoshop, Illustrator, InDesign

2004/2015: ongoing research into Diversity Management - focus on communication

Modules of Master of Design Management (MDM) studies at InHolland Hogeschool Rotterdam (2004):

- An introduction to Design Management, The Power of Design, Strategic Management, Strategic Design Management

Open Universiteit (training modules Business Administration 1995-1999), certificates in:

- Marketing, Orientation in Business Administration, Introduction in Production Management, Personnel Management, Organisation & Management

Certificate NGPR-A (1990) (Public Relations)

Dental School, University of Groningen (1981-1988)

Civil service: officer's training Air Defence Artillery (1980/1)

Secondary school: Gymnasium B (1979)

Languages

Native speaker/writer in English and Dutch

Fluent speaker/writer in German

Basic in French and Portuguese

Volunteer

2016-now: founder of B1 Projects (inclusion)

2013/2015: secretary board COC Rotterdam e.o. (LGBT support)

2014/2015: founder 'Macaroni Club' (talent development)

Family

Proud father of Alexander (1992) and Annelou (1993)

What more?

My other favourite activities: photography, graphic design, writing, the B1 project, fashion and fitness

Manifesto

