JAN PENALVA

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ABOUT ME

As a highly accomplished and award-winning writer with over 20 years of experience, bla, bla, bla...

You've read that somewhere else before. So I won't waste your time listing what I can do.

I'd rather talk about results.

At Activate Digital, I was part of a team that grew by 200% during my time there, as the company expanded its client base. I'm proud to say that my work played a part in that journey. My blog posts, for instance, secured top positions on Google for highly coveted keywords (learn more on my profile).

Before that, I had a stellar journey at Armstrong Partnership. When I first joined in 2021, the company's turnover was around £1 million. By the time I left to join Activate, it had reached a whopping £5 million, thanks to my work and that of a brilliant team I was lucky to partner with.

There's plenty more I could tell you, such as the 1,000% ROI I delivered while heading the press office at Bahia Pesca in Brazil, before moving to the UK.

My ambition to deliver the same kind of results for you and your business is limitless. Unfortunately, the space here isn't.

Get in touch and let's talk about how I can help you aim higher.

I speak native Portuguese, fluent English, and instrumental Spanish.

WORK EXPERIENCE

01/10/2022 - CURRENT - LIVERPOOL, UNITED KINGDOM

SENIOR COPYWRITERACTIVATE DIGITAL

I've always taken pride in having a 360-degree view of communication (I have degrees in both Journalism and Advertising). At Activate Digital, I had the opportunity to put almost all my potential into practice through Copywriting, SEO and Digital PR.

The company is predominantly focused on B2C, with clients in sectors as diverse as tourism, property, aviation, and industry.

Some of the results I achieved include securing top Google rankings for around 10 clients across approximately 100 keywords, such as "Penny Lane" (for a tourism company in Liverpool) and "security guards for events " (for a security company).

The company's turnover is commercially sensitive information, so I can't share those figures. However, the team (miss you guys!) grew by**200%** during the four years I was there, which gives you an idea of how much we achieved together.

Mark Boyle, Activate's SEO Executive, wrote: "(Jan) has made a significant contribution to the agency's content output, particularly for SEO. I worked closely with Jan on SEO content, including internal blog posts and external articles for backlinks, and the work was always delivered to an exceptional standard and within agreed deadlines. He has shown incredible ability to adapt his writing for clients across multiple sectors."

01/04/2021 - 30/09/2022 - CHESTER, UNITED KINGDOM

SENIOR COPYWRITERTHE ARMSTRONG PARTNERSHIP

The challenge at Armstrong Partnership was to be creative in an agency specialising in industrial clients. The task was to turn complex concepts into clear, engaging content, whether that meant selling furnaces used to

manufacture glass bottles, or selling aluminium façade systems, window frames and architectural products for the construction industry.

Challenge accepted, mission accomplished!

I developed and wrote copy for a range of digital and traditional marketing campaigns, including website content , social media posts, email marketing, brochures and other print materials , working with clients across the US and Europe.

The result? A X% (yes, this is intentional – go back and read my introduction to find out what the result was. It IS mind-blowing) increase in the company's turnover in just one year. And we're talking millions here!

Scott McClean, Armstrong's Head of Copy back then, wrote: "Widely experienced and well-travelled, his writing strengths range from editorials and educational blogs to commercially focused copy, creative headlines and engaging content. Add to that lots of integrity, humour and personality, Jan is a brilliant, rock-solid asset to any team".

01/01/2008 - 01/04/2021 - SALVADOR, BRAZIL

PRESS PRBAHIA PESCA

At Bahia Pesca, a state-owned company dedicated to supporting and developing the fishing industry in Bahia, my role went far beyond traditional communications.

I worked across very different levels of society and government, from engaging with senior public officials, including governors and members of parliament, to communicating directly with fishing professionals and communities who depended on the company's support.

One of our communication success stories was Semana do Pescado, a low-cost event that achieved nationwide organic media coverage. Through strategic communication and media relations, we secured live coverage during prime-time broadcasts on some of Brazil's leading television networks, giving the initiative national visibility without requiring a large media budget. My work also contributed to an impressive 9000% ROI.

Another defining moment of my career came during the 2019 oil spill crisis along Brazil's Northeast coast. I led the Bahia government's communications response, coordinating information and supporting press coverage from across the country, including TV Globo. This involved dealing with intense media scrutiny, providing information for national news coverage and taking part in live television broadcasts as the crisis unfolded.

But the work also demanded something beyond media relations. As fishing communities faced the direct consequences of the disaster, I stepped outside my usual communications responsibilities and joined the team on the ground. I worked directly with affected fishing professionals, helping them understand the support available from the federal government and how to access it.

It was a role that demanded adaptability, sound judgement and the ability to communicate with people from very different backgrounds, often under pressure. It taught me that communication carries a responsibility that extends far beyond delivering a message. Sometimes, it means rolling up your sleeves and helping people find a way forward.

EDUCATION & TRAINING

31/12/2006 - 30/11/2009

JOURNALISM- FACULDADE 2 DE JULHO

31/12/1996 - 30/11/2000

ADVERTISING- UNIVERSIDADE CATÓLICA DE SALVADOR