

## Helmut Barz

E-mail: [helmut.barz@coeurart.de](mailto:helmut.barz@coeurart.de) • Skype: [helmutbarz](#) • [www.helmut-barz.com](http://www.helmut-barz.com)

### Professional Career:

#### *Freelance Creative Director and Copywriter for Corporate Communications and Advertising (since 2001)*

- Portfolio includes customer and market research, strategy, campaign & project planning, idea & concept development, copywriting, supervision of the creative process and production and project management for products as well as product lines and brands
- Thorough experience in a broad range of media above and below the line, including print, online, interactive, multimedia, film as well as public relations, events, corporate interactive art and viral media
- Specialized in B2B, business services and technological as well as IT related products and solutions
- Long-term working relationships with several agencies, including CPP Studios Offenbach, Madhat GmbH, Volk Marketingkommunikation
- Customers include IBM, O2, Compart, Nixdorf, ABN AMRO, Roche Pharma, Raab Karcher, SESCOI, Hertzling & Schroth, PALL as well as trade unions ver.di and DGB among others

#### *Freelance Directing Corporate Film (since 2005)*

- More than 40 corporate films from customer reference video to viral media. Customers include IBM German, ABN Amro and Roche Pharma
- Responsibilities include concept, copywriting, directing, coaching of performers and project management
- Experience with directing in live-action as well as animation for different technologies including 3D, Freeformat™ and other holographic technologies
- Special interest and experience in interaction between life theatre and film, as could be seen at the IBM stand at the CeBIT 2013, and content production for interactive corporate art installations

#### *Freelance Directing for Theatre (since 1992)*

- Around 20 drama, musical and opera productions at German and International theatres, including the Staatsoper Stuttgart and theatres in Frankfurt, Darmstadt and Cape Town SA
- Several corporate theatre productions for promoting IT solutions and innovations, performed at the DMS Expo Cologne, IBM branches in Frankfurt and Munich, re:publica social conference Berlin, the CeBIT IT Fair Hannover and a program segment for the IBM Germany Centennial Event

#### *Writing (since 2001)*

- Four novels and a novella published, among them the critically acclaimed Katharina Klein Mystery Series
- Four plays and an opera libretto produced in German theatres
- Represented by Elmar Klupsch at BookABook
- Keen interest and constant education/research on storytelling for different media as well as cross-media
- Several projects for different media and in different in current development

### *Translating (since 2005)*

- Translations in high-level corporate communications from English into German (print media, online media, internal communication)
- Experience with translating manuals and tutorials for IT products
- Translations of my own projects into English in bilingual projects (usually in cooperation with an editor)
- Customers include ManpowerGroup Germany, Volk Marketingkommunikation and CPP Studios Offenbach

### *Teaching (since 1993)*

- Acting and rhetoric coach for private and corporate customers including teaching assignments for acting at the Summer Academy Marburg in 1999 and 2000
- Writing coach for individuals in interpersonal communication
- Teaching assignment for Stage Tech at the Drama Department of the Justus-Liebig-Universität Gießen from 1993 until 1998

### *Other Activities*

- Professional services for interpersonal communication including love letters and directing marriage proposals
- Co-founding, organization and artistic direction for Theatrum Non Gratum, Frankfurt am Main
- Several productions as an actor, assistant director and lighting designer at German theatres in Berlin, Frankfurt and Celle
- Research assistant at the Drama Department of the Justus-Liebig-Universität Gießen from 1992 to 1995
- Jury member, organization and technical direction for the Diskurs festival of student theatre at the Justus-Liebig-Universität Gießen from 1990 to 1994

### **Education and Training:**

- Postgraduate Studies in **Theatre Directing** at the *Hochschule für Musik und darstellende Kunst*, Frankfurt am Main, Diploma
- Studies at the **Drama Department** of the *Justus-Liebig-Universität*, Gießen, Diploma

### **Skills:**

<b>Language skills:</b>	German (native), English
<b>Software skills:</b>	Thorough knowledge of Microsoft Office, Open Office, Adobe Acrobat and Final draft, basic to good knowledge in web design software (Adobe Dreamweaver, Muse), multimedia software (Adobe Flash), picture editing (Adobe Photoshop/Fireworks), graphics design (Adobe Indesign, Illustrator, QuarkX-Press), video/sound editing (Adobe Premiere, Audition). Experience in HTML coding as well as adapting and using CM systems Joomla and WordPress.
<b>Tech skills:</b>	Good understanding and experience in stage tech (sound / light) as well as in audio / video recording.
<b>Other skills:</b>	Actor's and voice work training and professional experience (stage, voice artist)