

HELMUT BARZ

THE RIGHT WORDS FOR YOU

Blumenstraße 52

D-63069 Offenbach

+49 176 80 63 55 62

helmut@helmut-barz.com



EDUCATION

Drama, Theater, Media (Diploma)

Justus Liebig University Giessen

Theater Directing (Diploma)

HfMDK Frankfurt am Main

SKILLS

Professional

Texts for online, audiovisual and print media

SEO writing

Above & below the Line

Translations English > German

Corporate storytelling

Editing/Proofreading (German)

Languages

German (native)

English (near native)

Technical

AI-Tools: DeepL (NMN), ChatGPT,

Claude, Gemini (LMMs)

MS Office

Adobe Creative Cloud

MemoQ CAT

SDL Trados CAT

Wordpress

HTML Coding Basics

Video/Audio Recording & Editing

Stage & lighting technology

PROFILE

With more than two decades of experience in the development of creative communication measures in working environments as diverse as theater, film studios, or advertising agencies, I can offer my clients comprehensive services.

As a trained director, I provide the leadership skills to guide diverse teams in making a shared vision become a reality while allowing each team member to reach their full potential. I have been involved in the creation of more than 300 projects in all areas of advertising and corporate communications: Print, digital, film/video, corporate art, multimedia installations and events.

PROFESSIONS

Copywriter, conceptual designer, CD for corporate communications and advertising (since 2000)

Freelance

- Customer and market research, strategy, project and campaign planning, idea, concept, production/project management for individual products as well as for product lines and brands
- Experience working in a variety of media, both above and below the line
- Specialization in B2B, business services, capital goods, IT, energy and AI
- Long-term cooperation with numerous agencies, including CPP Studios Offenbach, Madhat GmbH, Volk Marketingkommunikation, schall&rauch Bewegtbild GmbH
- Clients include STROMDAO, IBM, O2, Compart, Nixdorf, ABN AMRO, Roche Pharma, Raab Karcher, SESCOI, Hertzling & Schroth, PALL, ver.di, DGB
- Blog "Wissenswert": <https://www.helmut-barz.com/wissenswert/>
- Work samples: <https://www.helmut-barz.com/arbeitsproben-2/>

Translator English > German (since 2003)

Freelance

- Translations for corporate communications
- Experience in translating user interfaces, manuals, and tutorials
- Clients include Criteo, ManpowerGroup Germany, CPP Studios Offenbach, Madhat GmbH, Volk Marketingkommunikation, schall&rauch Bewegtbild GmbH
- Experiences in embedding AI in the translation process with NMNs like DeepL and LLMs like Gemini, Claude and ChatGPT.

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NOVELS

Westend Blues

Katharina Klein in Schwierigkeiten

African Boogie

Katharina Klein im Urlaub

Dolphin Dance

Katharina Klein im falschen Film

Damenopfer

Katharina Klein in den Schlagzeilen

Die Herrin

Schaurige Novelle

Ein dreckiger Job

Horror/Noir Crossover

Brumm!

Eine schwarz/weiße Fabel

MEMBERSHIPS

Das Syndikat e. V.

Self-Publisher-Verband

Phantastik-Autoren-Netzwerk

AWARD

Bloody Cover Award

For "Westend Blues"

(Sutton Publishing)

PROFESSIONS

Director for corporate and industrial films/media (since 2004)

Freelance

- More than 40 corporate films from customer reference films to viral videos.
- Experience with live-action and animated film, plus numerous specialty technologies, including 3D, Freeformat™, and holography
- Special interest and experience in the combination of theater and film as well as in content production for installations

Writer (since 2001)

Freelance

- Seven novels published (and in print), including the well-known mystery series about Frankfurt's most chaotic detective Katharina Klein
- Four plays and one opera libretto produced by German theaters
- Interest and work in cross-media storytelling
- In-depth examination of AI usage in the creative process

Theater director (1992 – 2013)

Freelance

- More than 20 productions in drama, musical and opera, among others at the Stuttgart State Opera as well as in Frankfurt, Darmstadt, and Cape Town
- Several corporate theater projects with a focus on IT solutions, performed at DMS Expo Cologne, re:publica Berlin and CeBIT