

# HELMUT BARZ

THE RIGHT WORDS FOR YOU

Blumenstraße 52  
D-63069 Offenbach



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[helmut@helmut-barz.com](mailto: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, Hertzing & 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

## 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

## MEMBERSHIPS

Das Syndikat e. V.

Self-Publisher-Verband

Phantastik-Autoren-Netzwerk

## AWARD

### **Bloody Cover Award**

For "Westend Blues"  
(Sutton Publishing)