

## CURRICULUM VITAE

### EXPERIENCE

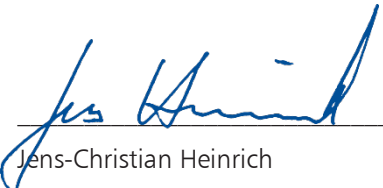
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- ▶ **LECTURER AND ACADEMIC ASSISTANT AT THE UNIVERSITY OF APPLIED SCIENCES MITTWEIDA,  
DOCTORATE AT BABEȘ-BOLYAI UNIVERSITY CLUJ-NAPOCA**  
University of Applied Sciences                      Mittweida                                              04/2021 - 03/2024  
Thematic focus: conception, formats and media, corporate and scientific communication
  - ▶ **Babeș-Bolyai University                                      Cluj-Napoca, Romania                                              04/2021 - 05/2024**  
Doctorate on the topic „A holistic analysis of the acceptance and impact of digital developments in live communication“
  - ▶ **CREATIVE CONSULTANT**  
concept pilots                                              Mannheim                                                                                              since 01/2013  
Conception, consulting, coaching and directing in live communication for agencies and companies
  - ▶ **MANAGING DIRECTOR CREATION**  
heinrich & kappler                                              Wuppertal                                                                                              09/2004 - 12/2012  
Content development and conceptual support of communication projects for agency and direct customers
  - ▶ **FREELANCE CONCEPTIONER AND COMMUNICATIONS CONSULTANT**  
Jens Heinrich                                              Wuppertal                                                                                              11/2001 - 09/2004  
Editorial, creative direction, producing and directing on behalf of various agencies
  - ▶ **CREATIVE DIRECTOR AND UNIT LEAD EVENT**  
Fred Fox AG                                              Düsseldorf                                                                                              05/2001 - 11/2001  
Founding member of the AG, strategy, development and lead management unit event
  - ▶ **CREATIVE DIRECTOR**  
Vok Dams Gruppe                                              Wuppertal                                                                                              02/1999 - 05/2001  
Creation and conception, support for customers from industry and business

### EDUCATION AND STUDY

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- ▶ **DIPLOMA STUDIES IN MEDIA TECHNOLOGY (DIPL.-ING. FH)**  
University of Applied Sciences                      Mittweida                                                                                              09/1994 - 08/1999
  - ▶ **APPRENTICESHIP AS PHOTOGRAPHER**  
Studio Karpf                                              Germersheim                                                                                              10/1992 - 07/1994

Aschaffenburg, 15.04.2024

Place and date

  
Jens-Christian Heinrich