

DANA HEIDNER-KRUEGER

Los Angeles, California

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www.voiceovergermany.com • <http://danashollywood.com>

SUMMARY

Articulate, expressive and passionate media professional with 15+ years' experience. Adapts your unique message to reach a wide German-speaking audience. Broad comprehension of multi-regional characteristics. Ability to get the best out of a team; experience at working both independently or collaboratively. Reputable for versatility and ability to wear many hats; talent for prioritizing and multi-tasking high-level objectives in a deadline-driven environment while exceeding expectations. Great addition for any company seeking a successful international expansion.

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| • Localization | • Reporting | • Public Relations | • Elocution |
| • Project Management | • Research | • Interviewing | • Broadcast |

VOICE-OVER PROJECTS (September 2005-Present)

- Dub TV-Entertainment Shows for the German speaking market (Recent credits include the Grammy Awards)
- Voice corporate material, commercials, documentaries and animation
- Direct voice-talents for corporate projects and video games to guarantee accurate adaptation of client's message

LOCALIZATION PROJECTS (September 2006-Present)

- Localize high profile PS3, Xbox and Wii games for the German market (Credits include Battle: Los Angeles, Glee Karaoke Revolution Vol. 2)
- Research, generate and maintain glossaries and language style guides to ensure quality standards are met
- Adapt American English audio and video content to German cultural and multi-regional specifics
- Measure campaigns for the German speaking market
- Manage day-to-day operational aspects of entertainment translation projects
- Establish long- and short-range objectives and specify the strategies and actions to achieve goals

BROADCAST MEDIA PROJECTS (December 1997-2004)

- Researched, translated, wrote and delivered information from press agencies and officials to convey required information, reach a large audience and fit specific broadcasting slots
- Collaborated with top agency officials and assisted with advertising client development
- Selected program content in conjunction with editors-in-chiefs, based on factors such as program specialties, audience preferences, or legal and contractual guidelines
- Announced musical selections, station breaks, commercials, and public service information
- Obtained expertise as an anchor for prominent news stations; hosted popular shows and produced reports from thousands of assignments

ADDITIONAL PROJECTS (December 2008-Present)

DanasHollywood.com – Hollywood, CA

Editor-in-Chief/Founder (since December 2008)

- Develop and maintain internet presence, based on self-developed priorities and goals
- Collaborate with photographers, video editors, graphic and web designers
- Create and write comprehensive, bilingual coverage of lifestyle, fashion, health, art and spirituality venues for a German and English bilingual blog
- Pitch content to publishers and the German speaking audience

Neue Westfälische Zeitung - Bielefeld/Germany

Freelance Writer (since July 2010)

- Generate articles for the German newspaper "*Neue Westfälische Zeitung*" (daily circulation: 240,000), highlighting the Los Angeles lifestyle
- Produce concise and accurate copies according to house style
- Develop ideas and material by analyzing and interpreting news, current issues and personal experiences
- Seek out and investigate stories via contacts, press releases and other media

PROJECT LIST (SELECTION)

New Media

<i>"MSN Germany"</i>	Project Management/Localization/Voice	2008/09/10
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Television

<i>"Fashion Police" Grammy Awards</i>	German Voice of Kelly Osbourne	2011
<i>Etihad Airways</i>	German TV Spots	2011
<i>"Fashion Police" Grammy Awards</i>	German Voice of Joan Rivers	2010
<i>"Maxim's Hottest Moments of 2009"</i>	German Dubbing	2009

Video Games

<i>"Battle: Los Angeles"</i>	Localization	2011
<i>"Glee Karaoke Revolution Vol. 2"</i>	Localization	2011
<i>"X-Men" (Arcade)</i>	Localization	2010
<i>"Igor The Game"</i>	Voice of Molly Ringwald & German ADR Director	2009
<i>"Kamen Rider"</i>	Project Management & German ADR Director	2009

Corporate

<i>"Death Valley National Park"</i>	Localization & Voice-Over	2011
<i>"Cycle Foundations, Interval Training"</i>	Localization & Voice-Over	2010
<i>"Yoga Set"</i>	Localization & Voice-Over	2009
<i>"GPS Car Navigation System"</i>	Voice-Over	2008/2009

MOST RECENT DIRECT/INDIRECT CLIENTS

Apple	Harman Kardon
BangZoom! Entertainment	Konami Digital Entertainment
Berlin Police Dep.	Merrill Lynch
BMW	Microsoft
Cisco Systems	MSN Deutschland
Electronic Arts	Nintendo
E! Entertainment	Reebok
Frontrange IT	Square Enix
Google	VfA Germany

EDUCATION

TIP Medienpraxis (Affiliated with Broadcast International) – Nuremberg, Germany
College for Radio Broadcasting – Broadcast Journalist degree
Magna cum Laude

CAREER HIGHLIGHTS

- Implemented successful product placement for international high profile companies in the German market (Reebok/MSN/Nintendo)
- 10 years full-time employment as a journalist and broadcaster with extensive experience in dealing with the public
 - Successful dealings with celebrities as well as blue collar and white collar people for live reports and interviews
 - Three years as a popular host at *Berliner Rundfunk 91.4*, the #1 radio station in the metropolitan area of Berlin-Brandenburg, the most competitive market in Europe (*Billboard Magazine Dec. 16th, 2000*)

TECHNICAL SKILLS

- *Word* • *Excel* • *Outlook* • *WordPress* • *Pro Tools* • *Adobe Audition* • *Self-Op Studio (News & Hosting)* • *Cool Edit Pro*
• *easyTrack* • *Teleprompter* • *Ear prompter* • *Newsroom Software*

PUBLISHED ARTICLES

Heidner-Krueger, Dana. First Published: July 24th 2010 in "Neue Westfälische Zeitung"
"How to Turn a Pooch into a Butterfly." <http://Danashollywood.com>. 2010. Dana Heidner-Krueger, Web.
<<http://danashollywood.com/en/leben-in-amerika/wie-das-schoshundchen-zum-schmetterling-wird>>.

Heidner-Krueger, Dana. First Published: October 16th 2010 in "Neue Westfälische Zeitung"
"Living in Los Angeles." <http://Danashollywood.com>. 2010. Dana Heidner-Krueger, Web.
<<http://danashollywood.com/en/leben-in-amerika/wohnen-in-los-angeles>>.

Heidner-Krueger, Dana. Exclusive interview for German Publishing Company "J. Kamphausen" July 2010
"An Interview with Bestselling Author Deborah King." 2010. Weltinnenraum, Web. <
<http://weltinnenraum.de/out/media/Interview-Deborah-King.pdf>>.