



PHUONG HERZER

CREATIVE | FILM | DIRECTOR

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C/O DDJO FILMHOUSE
WALTHERSTR. 27
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PROFILE

DIGITAL, VISUAL, CREATIVE STORYTELLER.

I successfully work with premium clients such as Audi, SAP, Dr. Oetker, MAN, BayWa, Ravensburger, FC Bayern München, Occhio, Random House, McDonalds, LEGO, hansgrohe, and many more.

As Director and Creative Director, I provide 15 years of expertise in filmmaking and social media content production.

By working with many different brands and industries worldwide, my portfolio has become extremely colorful and versatile. Filmmaking has always been a unique possibility for me to stay curious and excited about all kinds of corporate stories to tell.

My directing style is passionately driven, combined with creative visual storytelling. It's always about emotion in motion.

experience in countries:

the United States of America, Mexico, Italy, France, United Kingdom, Czech Republic, Austria, Switzerland, Denmark, Malaysia, China, Vietnam

language:

German, English, Vietnamese, Basic French

SKILLS

ACTION

AUTOMOTIVE

COMEDY, DIALOGUE, ACTING

KIDS

SPORTS

FOOD

PEOPLE, PORTRAITS

FASHION, LIFESTYLE



WORK EXPERIENCE

DIRECTOR
CREATIVE DIRECTOR
2008 - NOW

FREELANCE AVAILABLE

My freelance career began as a videographer and transmedial designer in 2008. I produced, shot, edited, designed and animated videos for a vast variety of agencies and clients. Since 2012, I'm focusing my work on directing commercials and social media content.

MANAGING
DIRECTOR
2012 - NOW

DOJO FILMHOUSE GMBH

I co-founded my own production company in 2012. Apart from providing high quality content for corporate brands, DOJO was always about supporting young filmmakers and independent projects as well as creating a higher consciousness for the craft of filmmaking.

ART DIRECTOR
MOTION DESIGNER
FILMMAKER
2003 - 2008

LOWDOWN FILMPRODUCTION | FREELANCE

I took my first steps on a professional filmset in Munich as a production assistant in 2001, working as an editor and motion graphics designer for Lowdown in 2003. From the start, I consistently developed my skills in filmmaking via studies, workshops, seminars and by creating dance and music videos, short horror films, commercials and video poetry contents along the way.



EDUCATION

DIRECTING THE ACTOR
MARK TRAVIS MASTERCLASS
2012

THE DIRECTOR'S
MASTERCLASS
MAINE MEDIA SCHOOL
2009

STORYTELLING
MASTERCLASS
BY UWE WALTER
2008

ROBERT MC KEE
SCRIPT WRITING MASTERCLASS
NEW YORK CITY
2009

THE DIRECTOR'S
MASTERCLASS
MARK TRAVIS MASTERCLASS
2008

MCAD - MASTERCLASS OF
ART DIRECTIDN
2006

STORYTELLING
PRIVATE COACHING
BY UWE WALTER
2008

BAF - STUDY
BAVARIAN ACADEMY FOR TELEVISION
DIPLOMA IN TV-PRODUCING
2005 - 2006



AWARDS

GOLD/SILVER
BUCHMARKT
AWARDS
2014

BEST AD OF THE YEAR

Theatrical commercial for the novel "GHOSTMAN"



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FILMOGRAPHY AN OVERVIEW OF MY BEST WORK AS DIRECTOR, CREATIVE DIRECTOR

**AUDI CITY LAB 2018,
AUDI SUMMER TOUR USA**
SOCIAL MEDIA CONTENT PRODUCTION
IN PRE-PRODUCTION
2018, ITALY, USA, AUDI

**MANCHESTER CITY
WHO'S THE BLUE**
COMMERCIAL FOR SAP
2018, UK,
MOMENTUM, RAPID PEAKS

AUDI HERITAGE COLLECTION
COMMERCIAL
2018, GERMANY
WE ARE SOCIAL

CHARMANT PERFECT COMFORT
COMMERCIAL, CAMPAIGN
2018, GERMANY, CHARMANT

SAP-FC BAYERN MUNICH
THE BEST RUN SAP
WEB COMMERCIAL
2017, GERMANY, BRANDSPIDERS
WORKED AS CREATIVE DIRECTOR

AUDI JUNIOR QUATTRO
COMMERCIAL
2017, GERMANY
WE ARE SOCIAL

AUDI SUMMER TOUR CHINA
HIGHLIGHT DOCUMENTARY
2017, SHANGHAI, SHENZHEN,
SINGAPORE
AUDI

AUDI SOCIAL PRODUCTIONS
HIGHLIGHT DOCUMENTARIES FOR AUDI
DURING THE YEAR
IAA FRANKFURT, DESIGN MIAMI,
AUDI SUMMIT
2017, MIAMI, GERMANY,
BARCELONA AUDI

SONIC PENDULUM
YURI SUZUKI ARTIST PORTRAIT
AUDI CITY LAB
2017, MILAN, AUDI

AUDI #SUPERQ
CONTENT PRODUCTION
2017, ST MORITZ, AUDI

AUDI SOCIAL PRODUCTIONS
HIGHLIGHT DOCUMENTARIES FOR AUDI
DURING THE YEAR
PARIS MOTORSHOW, DESIGN MIAMI,
AUDI CITY LAB, DEALER MEETING,
AUDI FOOTBALL SUMMIT USA
2016, MIAMI, GERMANY,
ITALY, NYC, CHARLOTTE,
CHICAGO, IBIZA, PARIS
AUDI

FC BAYERN PICKING TEAMS
FAN STORY
2016, NYC, AUDI, FC BAYERN

**DANIEL BRÜHL
IN BARCELONA**
INTERNAL COMMERCIAL
2016, BARCELONA, AUDI, KMS

**CHARMANT
PERFECT COMFORT**
COMMERCIAL, CAMPAIGN
2016, GERMANY, CHARMANT

THOUGHTLESS
COMMERCIAL FOR A NOVEL
2015, GERMANY,
FERSCHMEDIA

EMILE MONTESORRI
COMMERCIAL
2015, GERMANY
FERSCHMEDIA

DR. OETKER
SPECIAL CONTENT PRODUCTION
FOR SOCIAL MEDIA
2013-2016, DR. OETKER

DR. OETKER WELT
CUSTOMER EXPERIENCE
FOOD COMMERCIALS
GUGLHUPF, CREME FRAICHE
2014-2015

AUDI SOCIAL PRODUCTIONS
HIGHLIGHT DOCUMENTARIES FOR AUDI
DURING THE YEAR
IAA - FRANKFURT, AUDI CITY LAB,
DEALER MEETING, QUATTRO CUP
AUDI FOOTBALL SUMMIT CHINA
SKI SESSIONS
2015, CHINA, MEXICO, ITALY,
AUSTRIA

WILD CARDS
COMMERCIAL FOR GEORGE RR MARTIN
NOVEL
2014, FERSCHMEDIA

DENK SWEET
COMMERCIAL
2014, DENK PHARMA

GHOSTMAN
COMMERCIAL FOR A NOVEL
2013

DR. OETKER CASA DI MAMA
WEB COMMERCIAL
2013

EXHALE
SHORT FILM
2008 - 2009



FILMOGRAPHY DESCRIPTION

While creating my own significant style, I've been filming many of Audi's exclusive international motor-shows and events since 2011. During the year 2014, I started to direct most of the highlight documentaries on my own, building a steady and growing partnership with Audi asking for more stories to be covered by the year.

Since then, I was approached by Dr. Oetker to create a web series of high class baking videos for their social media channel. By directing over 50 promotion videos for their diverse food products within 3 years, my work has become the main framework for their video presentation's style, look and feel.

Apart from producing corporate movies for well-known german industrial companies (for example Hansgrohe, Occhio), I had the chance to do scenic work by creating commercials for novels, which gave me the possibility to tell different stories and build my craft in dramatic work and cinematic storytelling. This experience has become a crucial part in enabling me to work with a large array of different genres (i.e. comedy, horror, suspense, action, fantasy, etc.).

For Ravensburger, I directed 23 product videos. Working with children at the age of 1 to 12 provided me with the knowledge and ability to work in an environment that is well-known in the industry for being challenging and difficult.

My expertise in cinematography and post production enables me to use a great assortment of visual storytelling techniques. One of my predominant passions, however, has always been photography and creating portraits of different kinds of people. By directing and shooting a variety of demos, show-reels and portraits for models and actors alike, I learned how to connect with my clients on a personal level and to catch their inner beauty to achieve the best outcome for the final product. This experience has proven to be particularly useful when working with dialogue or whenever a non-actor (i.e. Sports Celebrities, CEO's) needs to act in front of the camera.

