



## ABOUT ME

A Creative from Colorado, I have been working behind the camera for almost 20 years. I love crafting top-tier brand visuals.

I found my niche in snowsports/outdoor adventure brands & followed it to a successful self-employed career. In 2014 I started a photo, video & design agency providing assets to local as well as global brands. Since then I have created for such clients as Archwell Health, GE Healthcare, Glade Optics, Flylow Gear, New Terrain Brewing, Icelantic Skis, Minus 7 (air-Air Videography), Nokian Tyres, Loveland Ski Area, Summit County Chamber of Commerce, Landmark Commercial RE & 60+ others.

## LINKS

- <https://glevity.com/>
- <https://www.instagram.com/glevity>
- <https://www.linkedin.com/in/glevity/>
- <https://www.instagram.com/gphotocolorado/>
- <https://www.instagram.com/gvideocolorado/>
- <https://www.instagram.com/gdesignncolorado/>

## REFERENCE

DIRECTOR OF MARKETING & SOCIAL MEDIA AT NEW TERRAIN BREWING (GLEVITY CLIENT SINCE 2015)

MICHAEL ROBERTS  
+1 972 849 7467  
MICHAEL@NEWTERRAINBREWING.COM

## HOBBIES

- SNOWBOARD / SKI
- **\*AIARE I & RESCUE CERTIFIED\***
- MOUNTAIN BIKE
- BACKPACKING
- CLIMBING
- HUNTING
- FISHING

# GRAYSON GEIGER

CREATIVE DIRECTOR  
PHOTOGRAPHER / VIDEOGRAPHER / GRAPHIC DESIGNER

- ☎ 303.547.5674
- ✉ GRAYSON@GLEVITY.COM
- 🌐 GLEVITY.COM
- 📍 EVERGREEN, COLORADO

## CORE COMPETENCIES & SUMMARY

A seasoned Creative Director with over a decade of entrepreneurial experience founding a visual content agency and leading creative teams to achieve targeted marketing goals. Proven expertise in managing the full creative lifecycle—from strategic concept development to high-quality execution across video, professional photography, and graphic design. Blends deep technical proficiency in production with the strategic leadership needed to translate complex brand visions into scroll-stopping digital content that drives measurable growth.

## PROFESSIONAL EXPERIENCE

### GLEVITY • OWNER / CREATIVE DIRECTOR 2014 - PRESENT • EVERGREEN, CO

- Founded and direct a full-service creative agency, successfully acquiring and retaining a diverse, decade-long client portfolio.
- Manage end-to-end creative lifecycles—from initial concept and UI/UX web design to storyboarding, production, and final asset delivery.
- Design & develop comprehensive logo & general brand visual identity systems and style guides, ensuring brand consistency across all print and digital channels including online and print design assets.
- Produce high-impact video and photo assets (product explainers, animation, outdoor action commercials) utilizing advanced cinema camera systems.
- Utilized expert-level proficiency in the full Adobe Suite & relevante programs
- Maintained organized creative workflows to achieve clear communication & meet deadlines.

### NEW TERRAIN BREWING CO • FREELANCE PHOTOGRAPHER & VIDEOGRAPHER 2015 - PRESENT • GOLDEN, CO \*GLEVITY CLIENT\*

- Direct end-to-end production of engaging photo and video campaigns tailored for social media, web, and local broadcast.
- Specialize in capturing dynamic, authentic brand visuals in demanding outdoor, remote backcountry, and action-sports environments matching their adventurous colorado brand image.
- Optimize visual assets for various digital distribution channels to maximize reach and engagement.

### MEDINA COMMUNICATIONS • GRAPHIC DESIGNER / VIDEOGRAPHER 2012 - 2014 • GOLDEN, CO

## SKILLS & TECHNICAL PROFICIENCY

- **VIDEO PRODUCTION/POST-PRODUCTION & EDITING:** Expert in advanced editing for diverse projects, including social media content, product explainers, and high-energy outdoor action commercials.
- **PROFESSIONAL PHOTOGRAPHY:** Commercial & Action Photography, E-commerce/Product capture (GS1 Standards), Corporate Events & Headshots, Archetctural & Real Estate, ect.
- **GRAPHIC DESIGN:** Logo Development, Brand Identity Systems, E-Blast Campaigns, Digital AD Campaigns, Print Production, UI/UX Design.
- **PLATFORM OPTIMIZATION:** Optimizing assets for various distribution channels, including social media, websites, live and local broadcast as well as print asset optimization.
- **SOFTWARE MASTERY:** Adobe Premiere Pro, After Effects, Photoshop, Lightroom, Illustrator, In-Design, DaVinci Resolve, Blender, Figma

## EDUCATION

### RED ROCKS COMMUNITY COLLEGE COLORADO 2014

- ASSOCIATE OF APPLIED SCIENCE (A.A.S.), GRAPHIC DESIGN
- ASSOCIATE OF APPLIED SCIENCE (A.A.S.), BUSINESS
- COMPLETED BOTH DEGREES CONCURRENTLY IN THREE YEARS WHILE MAINTAINING PROFESSIONAL WORK COMMITMENTS.