



## 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.youtube.com/c/Glevity>
- <https://www.instagram.com/glevity>
- <https://www.instagram.com/gvideocolorado/>
- <https://www.linkedin.com/in/glevity/>

## 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
- MOUNTAIN BIKE
- BACKPACKING
- CLIMBING
- WOODWORK
- PAINTING
- TRAVEL

# GRAYSON GEIGER

CINEMATOGRAPHER / VIDEO EDITOR

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

## CORE COMPETENCIES & SUMMARY

A seasoned Creative Director and Video Editor with over a decade of experience founding and managing a successful visual content business. Proven expertise in managing all facets of the creative lifecycle—from strategic concept development to final, high-quality execution in video and design. Highly skilled in translating complex client visions into high-impact visual assets and compelling narratives. Combines deep technical proficiency in post-production with the entrepreneurial mindset needed to own projects end-to-end and deliver polished, scroll-stopping digital content.

## PROFESSIONAL EXPERIENCE

### GLEVITY OWNER / CREATIVE DIRECTOR 2014 - PRESENT

- Spearheaded creative projects from initial consultation to final delivery, specializing in translating client visions into compelling visual narratives.
- Managed the complete creative lifecycle: guiding clients from initial concept and brainstorming through storyboarding, production, post-production, and final asset delivery.
- Executed advanced video editing and post-production for a wide array of high-impact content, including corporate profiles, product explainers, animation, and outdoor action commercials.
- Utilized expert-level proficiency in Adobe Premiere Pro, After Effects, and DaVinci Resolve to ensure broadcast-quality finishing.
- Maintained organized creative workflows to achieve clear communication & meet deadlines.
- Founded and managed all operational aspects of a creative services business, successfully acquiring and retaining a diverse client portfolio for over a decade.

### MEDINA COMMUNICATIONS VIDEOPHOTOGRAPHER / GRAPHIC DESIGNER 2012 - 2014

- Created Video assets for clientel social media campaigns & broadcast ads including animated posters / event video coverage / interview production
- Managed client communication, setting campaign goals & developing graphic assets according to client needs

## SKILLS & TECHNICAL PROFICIENCY

- **VIDEO POST-PRODUCTION & EDITING:** Expert in advanced editing for diverse projects, including social media content, product explainers, and high-energy outdoor action commercials.
- **SOFTWARE MASTERY:** Adobe Premiere Pro, After Effects, Media Encoder, Photoshop, Lightroom, Illustrator.
- **MOTION GRAPHICS & ANIMATION:** Proficient in motion graphics and animation, utilizing tools like Adobe Animate, After Effects, Character Animator, Adobe Dimension & Blender.
- **AUDIO & COLOR:** Experienced in audio capture/master and utilizing industry-standard coloring software & techniques.
- **WORKFLOW & ASSET MANAGEMENT:** Frame.io, Project Management (Asana, Trello), Cloud Storage (Google Drive, Dropbox).
- **PLATFORM OPTIMIZATION:** Optimizing assets for various distribution channels, including social media, websites, live and local broadcast.

## 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.