

# Grayson Geiger

Owner & Founder, Glevity

**Location:** Evergreen, CO

**Contact:** Graysong@Glevity.com 303-547-5674

## Summary

A highly skilled and experienced photographer, videographer, and designer with a demonstrated history of creating compelling visual content across diverse projects. Expertise in capturing high-quality imagery and video in challenging environments, including remote backcountry settings. Proven ability to manage all aspects of creative projects, from concept development to final delivery.

## Experience

**Glevity** | Owner & Founder | [12/21/2014 - Present]

- Founded and currently manage a successful photo, video, and design agency, overseeing all business operations, creative direction, and client relations.
- Lead and execute a wide range of projects, including:
  - **Commercial Photography & Videography:**
    - Developed and produced marketing campaigns for [Client Name(s)], resulting in [Quantifiable results, e.g., increased brand awareness, sales growth].
    - Created product photography and promotional videos for [Client Name(s)], enhancing their online presence and marketing materials.
  - **Wedding Photography & Videography:**
    - Captured high-quality photo and video documentation of numerous weddings, delivering exceptional results that exceeded client expectations.
    - Provided creative direction and expertise in capturing unique and memorable moments.
  - **Backcountry & Adventure Photography & Videography:**
    - Specialized in capturing stunning visuals in remote and challenging environments, including:
      - Documented backcountry athletes (skiing, splitboarding, climbing) in Colorado's mountains, showcasing their skills and the beauty of the natural landscape.
      - Produced video content for [Client Name(s)] featuring outdoor

activities, requiring expertise in wilderness safety, navigation, and high-altitude shooting techniques.

- Photographed and filmed hunting and fishing expeditions, capturing both the adventure and the natural surroundings.
- **Design Projects:**
  - Developed branding and visual identity for [Client Name(s)], including logo design, website design, and marketing collateral.
  - Created print and digital marketing materials for various clients, ensuring consistent brand messaging and visual appeal.

## **Skills**

- **Photography:**
  - Digital Photography (DSLR, Mirrorless)
  - Lighting (Studio and Natural)
  - Composition and Framing
  - Photo Editing (Adobe Lightroom, Photoshop)
  - Backcountry Photography Expertise
  - Aerial Photography (Drone)
- **Videography:**
  - Video Production (Concept to Completion)
  - Camera Operation (Cinematography)
  - Video Editing (Adobe Premiere Pro, Final Cut Pro)
  - Motion Graphics
  - Storytelling through Video
  - Backcountry Videography Expertise
- **Design:**
  - Graphic Design
  - Branding and Identity
  - Web Design
  - Print Design
  - Adobe Creative Suite (Illustrator, InDesign)
- **Other Skills:**
  - Project Management
  - Client Communication
  - Creative Direction
  - Backcountry Safety and Navigation
  - Wilderness First Aid
  - Risk Assessment
  - Logistics Planning (for remote shoots)

**Education (2012-2015)**

Red Rocks Community College (A.A.S.), Graphic Design

Red Rocks Community College (A.A.S.), Business

**Certifications**

AIARE I & Rescue

**Portfolio**

[Glevity.com](http://Glevity.com)