



# Jeff Geissler

## Senior Designer

TS/SCI/Polygraph

**SUMMARY:** *A lifelong systems thinker and creative designer with over 12+ years successful experience as a full time and freelance Multimedia Project Manager working for various production companies, DOD contracts, independent and national artists, and industrial companies in the DC/MD/VA region.*

**KEYWORDS/SKILLS:** Project Development and Management, Continuous Process Improvement, Iterative Design & Development, Graphic, Web, Multimedia, and Broadcast Design, Technical and User Manual Documentation, Systems Documentation and drawings, Network Architecture Diagrams, Design Lifecycle, Stakeholder requirements, End-User training, Art Direction, Company Branding, GUI and UX design, Social Media Strategy and Management, Website Design/Administration, CMS design and Administration.

Expert level experience using industry standard design tools and software. Proficiency in HTML, CSS, JavaScript, HTML5, Section 508 compliance and accessibility practices, DOD 5200, MySQL Content Management Systems, Online Marketing Strategy, Google Adwords + Analytics, SEO, Metrics Analysis, Multiple OS platforms, IT support and troubleshooting skills.

Advanced proficiency in all media with a strong background in Broadcast Design and Multimedia Production to include content creation, editing, graphic animation, visual/special effects, 3D modeling, animation, and simulation, copy writing, soundtracks, and voiceovers.

## **EDUCATION/CERTIFICATIONS:**

**Savannah College of Art and Design** Bachelor of Fine Arts, Broadcast Design / Computer Arts  
November 2003

## **SELECTED EXPERIENCE:**

June 2015- Present

### **Senior Creative Multimedia Designer –**

PROTEUS Technologies – <http://www.proteus-technologies.com> | <https://www.flickr.com/photos/proteus-technologies>

- Resident Creative Media Guru Extraordinaire.
- Multimedia Lead for development and management of company multimedia, social media, web, and business marketing collateral to include print, photo, video, graphic, and more.
- Proposed, Designed, and Collaborated with Executive Leadership Team to successfully relaunch the company website to include new messaging, branding, functionality, graphics, style, content management infrastructure, and more.
- Created company style guide for proper use of company logo, colors, and messaging.

July 2012- June 2015

### **Graphic Artist II –**

Northrop Grumman (Information Systems)- <http://www.is.northropgrumman.com/index.html>

- Lead Graphic Artist, Graphics SME, and central POC for mission critical DOD contract.
- Design, maintain, improve, & archive drawings, charts, figures, posters, guides, and administrative charts.
- Works collaboratively with engineers to ensure documentation quality and editorial standard adherence in relation to project requirements, DOD 5200 standards, and GPO style manual guidelines.
- Regularly collaborate with Systems Engineers and project leads in developing supporting content for training, technical compliance, and adherence to DODAF standards.
- Intranet Webmaster. Proposed, designed, and developed a new intranet web infrastructure.
- Developed, established, authored, and deployed program wide process and procedures relating to graphics and document formatting in accordance with industry best practices and customer requirements.
- Advanced experience generating and reviewing technical graphics for program CDRs including Network Diagrams, Site Drawings, & Technical presentations.



2003-Present

## **Multimedia & Web Project Manager**

www.j-geissler.com | [www.vimeo.com/jeffgeissler](http://www.vimeo.com/jeffgeissler) | [www.youtube.com/user/PatternTheory](http://www.youtube.com/user/PatternTheory)

*Built a successful freelance and full time Broadcast, Graphics, Web, Video, and Multimedia Design career working for various production, government, public, private, and non-profit organizations in the DC/MD/VA region.*

Regularly meet with stakeholders to consult on requirements, recommendations, iterative design, and process improvement. Strong emphasis on customer service and creative collaboration and focus on cost, schedule, and performance according to customer requirements.

PROTEUS Technologies – [www.proteuseng.com](http://www.proteuseng.com)

Caitlin Kinney – SYTCD Finalist- [www.caitlinkinney.com](http://www.caitlinkinney.com)

Tess G Photography (through 2013)- [www.tessgphotography.com](http://www.tessgphotography.com), [www.tessg.com](http://www.tessg.com)

GeekOutLLC - [www.justgeekout.com](http://www.justgeekout.com)

ER Tape (thru 2012)– [www.ertape.com](http://www.ertape.com)

Versimold (thru 2012) – [www.versimold.com](http://www.versimold.com)

Rapunzels Online – [www.rapunzelonline.com](http://www.rapunzelonline.com)

Glue Machinery Corporation (thru 2009) - [www.gluemachinery.com](http://www.gluemachinery.com)

Dave Tieff (thru 2010)- [www.davetieff.com](http://www.davetieff.com)

Rowe Industries (thru 2012) – [www.roweindustries.com](http://www.roweindustries.com)

American National Rubber (thru 2012)– [www.anr-co.com](http://www.anr-co.com)

Jerry Klein – [www.jerryk.com](http://www.jerryk.com)

March 2012- July 2012

## **Director Online Marketing**

ANR-Rowe – [www.roweindustries.com](http://www.roweindustries.com) | [www.anr-co.com](http://www.anr-co.com) | [www.ertape.com](http://www.ertape.com) | [www.versimold.com](http://www.versimold.com)

- Developed and executed marketing strategy.
- Launched and managed company's social media presence on Social Network Media sites to increase brand awareness, loyalty, and product availability.
- Improve the visibility of the customer's web products in search results via SEO and innovative web techniques.
- HTML email "Blast" newsletter creation- including templates, article content, and graphics.
- Manage and implement e-commerce solutions, implement UPC codes for retail sale.
- Marketing and management of online PR/Advertisement campaigns, SEO, Google Adwords/Analytics. Monitor sales numbers, web traffic, and customer/industry trends.
- Webpage Administration, Design, Content, and Support.
- Product Photo & Video Demos, Instructional Videos – Advanced proficiency in web compression standards.
- Lead in creating, designing, and editing all promotional and technical design materials for trade shows.

December 2010 - February 2011

## **Multimedia Specialist**

Commpartners LLC - [www.commpartners.com](http://www.commpartners.com)

- Videography, Editing, Exporting/Compressing of several lectures and conferences for live and archived multimedia web streaming. Successfully worked on tight customer deadlines with focus on quality and customer requirements.
- Advanced usage of video compression codecs and media hosting for live and archived streaming to audiences of various sizes and locations globally.
- Utilization of Akamai Technologies for live and archived web streaming access around the world.

2007 – Present

## **Project Manager, Multimedia Designer**

Dave Tieff – Musician, Activist, Author - Meghan Tieff – CPT, NASM, ISSA Personal Trainer & Fitness Model

- Manage, Direct, Produce, & Execute several projects from concept to completion.
- Location, Talent, and Equipment coordination.
- Web promotion, casting calls, and brand development.
- Coordinate, Setup, Facilitate, Video, and Photograph events on cross-country tour.
- Work with various vendors to develop tour merchandise and sponsorship sales opportunities.



October 2007-March 2009

**Marketing & Communications Director, Web Master**

Glue Machinery Corporation – [www.gluemachinery.com](http://www.gluemachinery.com) - Baltimore, MD

- Develop and maintain technical product manuals, repair manuals, user guides, and parts catalogues.
- HTML Email Newsletter Creation- including templates, content, and graphics.
- Branding, Imaging, Shooting, Editing, and Delivering of web product demos (pre to post production) Over 500,000 views of videos.
- Marketing strategy and management of online advertisement campaigns, SEO, Google Adwords/Analytics. Generate, monitor, and analyze online sales leads and web metrics.
- Blogging, Webpage Management, Design, and Support.

August 2007-September 2007 (Temp Contract)

**Multimedia Designer: Web Content, Video, Graphics**

Phillips Investment Resources – Rockville, MD

- Shooting, editing, and delivering of weekly webcasts (pre to post production) for broadcast to over 250,000 investors each week.
- Management & booking of production studio.
- Scheduling, set design, lighting, equipment procurement, teleprompter control, talent direction, script writing and development.
- Develop and maintain company stock art/graphics library for project designers.

August 2006-August 2007

**Videographer and Content Producer**

Mobile Video, Ltd – United States Naval Academy contractor – Annapolis, MD

- Film, edit, and produce hundreds of Academy events including Forrestal Lectures, Keynote Presentations, Classroom presentations, annual Plebe Summer highlight reel, Navy football, all club sports, Blue Angels, Training Videos, Conferences, Concerts, and military demonstrations.
- VTC support to include technical setup, recording, booking, and cross-site management and coordination.
- Student media center support- assist students in generating multimedia and print projects for various classroom curriculum and extra curricular requirements.

**AWARDS/RECOGNITION**

- Best Ice Bucket Challenge Video – MD/DC/VA Region – ALS Association
- Military Coin and Recognition from Secretary of the Navy for exceptional service in successfully executing a high profile conference VTC with the Secretary of Defense Robert Gates.
- Certificate of Completion and Recognition for international volunteer work in Dharamsala, India
- Dean's List (High School and College)
- Distinguished Production Award - WRFS Savannah, SCADradio
- Several newspaper articles featuring my artwork, music, and volunteer work.



## **ADDENDUM**

### **SOFTWARE:**

Adobe Creative Cloud/Suite including Photoshop, Premiere, Illustrator, InDesign, and Dreamweaver. Joomla, Wordpress, Drupal, OmniPage Pro, MS Office (Visio, PowerPoint, Word, Excel)\_Final Cut Pro / Studio, Constant Contact, Logic Pro, Pro Tools, ClearCase, ClearQuest

### **ORGANIZATIONS/VOLUNTEER ACTIVITY:**

- ALS Association DC/MD/VA Chapter
- CoSM – Chapel of Sacred Mirrors [www.cosm.org](http://www.cosm.org) - Wappingers Falls, NY
- Namgyal Monastery, Namgyal Audio Visual Archive – Dharamsala India, Residence of His Holiness the Dalai Lama
- Cross Cultural Solutions-International Overseas Volunteer, Dharamsala India (crossculturalsolutions.org)
- Celebrating Friends, Special Events for Special People -- An organization specializing in planning events for young adults with mental disabilities
- Library Assistant, Agudath Achim Congregation Library, Savannah Georgia
- "Heart to Heart" Charity Gallery Showcase - Savannah, Georgia (Oct-Nov 2002)
- WSYC FM Radio Shippensburg PA –Community Contributions Director. (2000-2001)
- Percussion Section Leader, Annapolis Senior High School Marching Band/Orchestra (1999-2000)
- National Thespian Society, Annapolis High School Drama Club, Annapolis MD.
- Amnesty International – AGM 2010 Conference, New Orleans – Performance Support/Volunteer

### **EXTENDED EXPERIENCE:**

March 2011 - March 2012

#### **Certified Automotive Technician - Senior Tech (in Training)**

Henley Enterprises/Valvoline Instant Oil Change

August 2009, 2011

#### **Multimedia Project Manager**

Spirited Productions [www.spiritedproductions.com](http://www.spiritedproductions.com)

May 2006-July 2006

#### **Videographer, Editor, Production Assistant**

Namgyal Audio Visual Archive, Residence of His Holiness the Dalai Lama – Dharamsala, India

Film and Edit Teachings of HH the Dalai Lama. Design and Create Graphics and Animations for DVD releases of teachings. Live video stream teachings to thousands of viewers worldwide.

May 2006-July 2006

#### **Cultural Exchange and Event Coordinator**

Cross Cultural Solutions, Red Cross India – Dharamsala, India

November 2005-Dec 2005

#### **Freelance Videographer, Editor, Production Assistant**

ADGcreative, [www.adgcreative.net](http://www.adgcreative.net) - Columbia, MD

November 2005-March 2006 –Freelance

#### **Producer, Director, Videographer, Editor**

Archived, edited, produced, and mastered all aspects of DVD retrospective production.

December 2004-June 2005

#### **Technical Operator, Production Assistant**

WMAL 630AM, ABC Radio- DisneyWorldwide -Washington, DC

October 2002 to November 2003

#### **Assistant Web and Database Director**

Clipper Trading Company - Savannah, GA



**JEFF GEISSLER**  
CREATIVE GURU EXTRAORDINAIRE

June 2002 to December 2003

**Director of Production, Asst. Program Director, On-Air Talent**  
Savannah College of Art and Design, WRFS ScadRadio -Savannah, GA

### **SELECT PRODUCTION HIGHLIGHTS:**

#### **Producer/Director/Editor/Graphic Artist:**

- Laughing Colors 'Keep the Shining Ones' - retrospective live concert DVD
- 'Exhibit H' - Spirited Production
- An Addicts Song, Dave Tieff – AACC theatre
- Bald White Oprah, Dave Tieff - Music Video
- Bill Cosby Live event/show at Memorial Hall USNA
- Laughing Colors live performance at 'Rams Head Live' in Baltimore, MD
- Lawrence Colburn (War Hero; My Lai Massacre, Vietnam War)
- Forrestal Lecture Series 2006/2007; USNA
- Capstone Leadership Seminar; USNA
- Particle Imaging Velocity Training Session; USNA
- His Holiness the Dalai Lama (Teachings on Shantideva's 'Bodhisattva's Way of Life') for the Tibetan Government in Exile, Dharamsala India
- Volunteer/Pilgrim/Traveler: Cross Cultural Solutions Volunteer placement program
- Corn Mo - Palace of Wonder, Baltimore MD
- Jimmies Chicken Shack, Whiskey Annapolis MD
- Sponge/ADHD, American University
- Kelly Bell Band, Recher Theatre, Towson MD
- Lazlo Lee and the Motherless Children, live
- The Bamboo Shoots, MTVu Contest Winners
- Dave Tieff and the Devil Inside, Live Show
- USNA Women's Volleyball, Men's and Women's Basketball, Swimming, Soccer Team, Football
- USNA Glee club
- Namgyal Monastery Audio Visual Archive; Dharamsala India
- Hollywood Music TV - NAMM Promo
- The Whiskey - Annapolis; Annapolis MD
- Celebrating Friends, Inc.; Annapolis MD
- Northrop Grumman
- PROTEUS Technologies
- ALS MD/DC/VA Chapter