

Wayne Geyer

OVERVIEW

Advises owners, executives, and stakeholders who are ready to lead organizations to new levels of success. Draws on expertise in brand positioning, communication strategy, brand identity, brand story, and audience empathy. Facilitates clarity, focus, direction, and action. Leads clients to a unique positioning statement and story that impacts everything from the org. chart to team culture to customer experience.

EDUCATION

University of North Texas

BFA – Communication Design, Psychology minor

May 1993

Texas A&M University - Commerce

MFA Candidate – Visual Communication

Aug 2023

EXPERIENCE

Strategic Consultant

- Lead teams of executives, directors, and stakeholders in successfully re-naming, re-positioning, and re-introducing organizations in the marketplace
- Leverage proprietary model to guide positioning, go-to-market strategy, and brand-level messaging
- Develop a client-specific toolkit for defining and articulating brand identity

Creative Director

- Led and managed a team of copywriters producing work for global brands
- Collaborated with internal teams and outside resources to direct and produce print, digital, motion, video, and social media
- Directed designers, art directors, and copywriters with an emphasis on conveying big ideas and telling clear, compelling stories

Facilitator and Educator

- Created a turnkey copywriting workshop experience for 5 to 50 participants
- Led in-house creative teams in process improvement
- Led undergraduate ComDes students in ideation and execution of campaigns

SKILLS

- Active listening
- Problem finding and shaping
- Presenting creative solutions and facilitating enthusiastic client response
- Creative direction: design and copy
- Rhythm guitar