

Geoffrey T. Lyman

610-716-3716 | gtdesigns27@gmail.com | http://www.behance.net/geoffrelyman

A little bit corporate...



CORE COMPETENCIES

- Traditional/Digital Media Creative focused on results
- Able to execute creative solutions in design and messaging
- Understands demographics and effectively communicates with the target audience
- Able to create and place branded content across multiple media channels including, but not limited to, direct mail, point of purchase, e-mail marketing, paid search, and social media
- Advanced knowledge of the creative process
- Strong working knowledge of interpreting data & metrics
- Works well under pressure and in fast paced environments
- Driven by consumer data, analysis, and a passion for creativity

PROFESSIONAL EXPERIENCE

Kaiserman JCC, Wynnewood, PA

Graphic Designer September 2008 - Present

- Maintain brand look, feel and messaging across branded media channels (print, website, social media)
- Creative development from concept to production of ad campaigns in both the print and digital space
- Produce engaging content (videos, social posts, short stories) for social media, website and e-newsletters
- Data analytics review & testing of website (Google Analytics)
- Responsible for digital marketing tactics (paid search, Facebook ads, banner ads)
- Coordinate with outside ad vendors to make sure advertising is delivered on time and effectively

Freelance WorkGraphic

Designer/Copy writer May 2008 - Present

- Initiated and designed monthly e-mail marketing campaign for staffing firm with an average 30% open rate and 9% CTR
- Consistently met deadlines
- Created content for newsletters and press releases
- Built WordPress site for client with custom design, responsive design, and a custom e-mail template

ROCK FOR CHOP, www.rockforchop.com

Co-Founder/Creative Director February 2011 - Present

- Branded and helped roll out major annual fundraising event - Up Festival - with 4 year proceeds totalling nearly \$100,000
- Created video ad which reached over 5,000 people organically
- Responsible for all design and messaging
- Created branded blog "21 Stories" to highlight the stories of individuals with Down syndrome

A little bit rock n' roll**...



ROCK STAR CREATIVE SKILLS

- Balance of print and digital marketing
- Experience in ad buying/placement
- Branding/Identity design
- Strong copy writing capabilities
- Award winning* print designer
- Effective in a team or individual setting
- Consistently meets deadlines
- Mac & PC Expert
- Excellent conceptual skills
- Storyboarding Experience
- Wordpress/CMS & HTML, CSS and light Javascript
- Video & Audio Editing/Production

TOOLS OF THE TRADE (skill level)

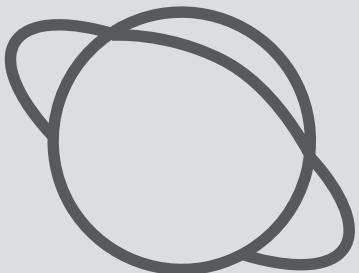
Adobe Photoshop	94%
Adobe Illustrator	96%
Adobe InDesign	99%
Creative Direction	91%
HTML/CSS	90%
Adobe Dreamweaver	85%
Adobe After Effects	63%
Adobe Premiere Pro	85%
AVID ProTools/DAWs	99%
WordPress/CMS Platforms	90%
Digital Photography	95%
Work Ethic	110%

EDUCATION/BRAGGING RIGHTS

- Graduated Temple University 2008: BA Advertising
- * 2010 National JCCs of North America (JCCA) Biennial Silver Award for Design Excellence
- * 2012 National JCCs of North America (JCCA) Biennial Gold Award for Design and Marketing Excellence
- **Was actually in a rock band from 2005 - 2008 (toured the east coast)

Geoffrey T. Lyman

Portfolio



Logos

Various Logo Designs

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What I like:

The following logos show a nice range of color palettes, design inspirations, and understanding of line forms, typography and balance.



garlicgirls



Print Ads

Print Ads for various clients/brands

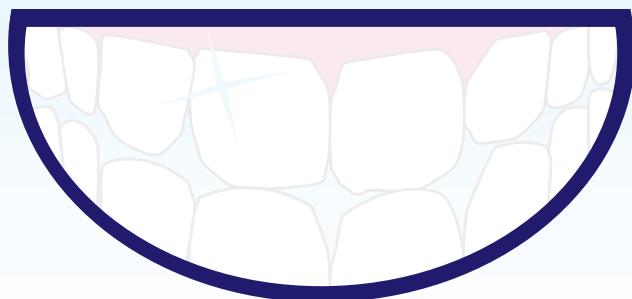
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What I like:

The following ads show a clear understanding of brand messaging, clean, corporate design aesthetic, and consistency across brand communication.

MOUTH+MATH

Simple numbers for healthy teeth
and healthy smiles!



Brush **2X** daily

Brush for **2** minutes

+ Visit the dentist **2X** a year

= Healthy teeth and happy smiles!



Established 1975

Nationally Recognized for Excellence in
Children's Dentistry

Call 1-877-PDA-KIDS or visit www.teethforkids.com

5
Convenient
Locations

928 Jaymor Road Suite 130A
Southampton, PA 18966
Phone: 215-942-7300

Whitemarsh Corporate Center
7 East Skippack Pike, Suite 100
Ambler, PA 19002

100 East Lehigh Avenue
Philadelphia, PA 19125
Phone: 215-707-1030

3509 N. Broad Street
Philadelphia, PA 19140
Phone: 215-707-6411

6404 Roosevelt Blvd.
Philadelphia, PA 19149
Phone: 215-743-3700

**Simple numbers
for healthy teeth
& healthy smiles!**



Brush 2X daily

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Philadelphia, PA 19125
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928 Jaymor Road Suite 130A
Southampton, PA 18966
Phone: 215-942-7300

Whitemarsh Corporate Center
7 East Skippack Pike, Suite 100
Ambler, PA 19002
215-653-0420

3509 N. Broad Street
Philadelphia, PA 19140
Phone: 215-707-6411

6404 Roosevelt Blvd.
Philadelphia, PA 19149
Phone: 215-743-3700

6'6"

6'0"

5'6"

5'0"

4'6"

4'0"

3'6"

3'0"



Don't pick your next employee out of a line-up.

Because one unsuited candidate can severely affect your bottom line.

Eliminate the guess work in trying to find quality employees this year. Don't waste valuable time and resources trying to sift through the thousands of possible candidates.

Let us do it for you. Shuster Staffing, Inc. is a leading staffing agency with the ability to seek out quality, risk-free employees. We don't send talent for your consideration unless they fully meet our standards. Shuster Staffing, Inc. performs extensive personal interviews, supervised skills testing, and detailed reference checks to safeguard your business from any potential future employment problems. Plus, we extend an exclusive "best fit" guarantee ensuring you receive the absolute best fit to satisfy you and your companies needs.

We're always glad to help! Call us today at 610-664-6605 or visit us online at www.shusterstaffing.com for more information.

Shuster
staffing Inc.

Putting Good People to Work... One Job at a Time.

- Accounting & Finance
- Administrative
- Clinical/Scientific
- Human Resources
- Interactive Marketing
- Legal

"We have always found this agency to be the most ethical and responsive of all the staffing firms we have worked with. Their desire to know of our firm assures us that the candidates they recommend are well suited to our needs and our firm's culture."

-- HR Director, Fortune 100 Firm

Philadelphia, PA

Shuster Staffing, Inc.

One Belmont Avenue, Suite 514
Bala Cynwyd, PA 19004

Phone: 610.664.6605
Fax: 610.664.3868

www.shusterstaffing.com

Putting Good People to Work...
One Job at a Time.

Performance bonus.

At Shuster Staffing, Inc., we scan the market for potential and you gain a valuable asset to your business. We are a full service staffing firm providing tri-state area companies with talented and qualified personnel.

What you get with Shuster Staffing, Inc.:

- An independent staffing firm with over 30 years of professional staffing experience
- Over 200 positions filled in the past year
- 99% job placement success rate
- A wide range of professional fields, including Accounting & Finance, Administrative, Clinical / Scientific, Human Resources, Interactive Marketing & Legal
- Temporary, temporary to hire, permanent and contract options
- Reduction of payroll costs with cost effective talent that works when you need them, not when you don't

Our dedicated staffing specialists put prospective talent through a rigorous screening & personalized interview process before recommending them to you. The talented candidates we find will help boost your company's performance by saving you valuable time and offer a cost effective solution.

Shuster
staffing Inc.



Need financial balance in your office?

Who can you
turn to for help?

Shuster Staffing Inc. is always glad to help. We have been placing a wide range of accounting specialists in offices across the tri-state area for over 30 years.

From Staff Accountants, Credit Analysts, Financial Analysts, Accounts Payable & Receivable Clerks, Accounting Clerks, to CFO's, Shuster Staffing Inc. will find qualified talent for all of your financial needs. Also, with flexible options, including short & long-term positions, we are sure to provide you with what you need.

We put good people to work, one job at a time.



Shuster
staffing Inc.

1 Belmont Ave., Suite 514
Bala Cynwyd, PA 19004
P: 610.664.6605
F: 610.664.3868

www.shusterstaffing.com

Passport to June

A New Name... A New Home...

Golden Slipper on the Main Line - Programs for Active Adults
Located at Adath Israel in Lower Merion

Still the Best of Lifelong Learning!
Join us for our June Passport series and enjoy exciting courses in music, film, politics and our renowned Monday Speakers Forum!

Monday, June 13-June 29

For more information, call Cheryl Blumenthal at **610-359-8632**
The Perfect Summer Kick-Off!

GOLDEN SLIPPER ON THE MAIN LINE
Programs for Active Adults

Golden Slipper on the Main Line
250 N. Highland Avenue
Merion Station, PA 19066

G GOLDEN SLIPPER ON THE MAIN LINE
Programs for Active Adults

CALL TODAY!
610-359-8632 ext. 11

Series Begins Feb 24
at Adath Israel

Exciting New Course Kicks Off Spring Lifelong Learning Series

Join us for an exceptional 8 week series featuring courses in History, Music, Politics, Law, Architecture, and our Renowned Monday Speakers Forum.

Don't miss our newest course, Meet the Filmmakers - showcasing acclaimed works of talented Philadelphia filmmakers.

For more information or to register, call Cheryl Blumenthal at 610-359-8632, ext. 11 or visit www.goldenslipperseniors.org

No membership fee for the first year if you've never joined us before!

Golden Slipper on the Main Line
Located at Adath Israel
250 N. Highland Avenue Merion Station, PA

FALL SERIES BEGINS OCTOBER 22

Join us for exciting courses in Art, Film, History, Literature, Music, World Affairs & our Monday Speakers Forum featuring renowned local guests.

No Membership Fee! Annual registration fee waived for first year. For information call Cheryl Blumenthal at 610-359-8632, ext. 11 • www.goldenslipperseniors.org

Golden Slipper on the Main Line • Located at Adath Israel
250 N. Highland Avenue Merion Station, PA

G GOLDEN SLIPPER AT THE JCC
Programs for Active Seniors

The Best of Lifelong Learning on the Main Line

Warm up your winter days...

With our "Passport to January" and enjoy exciting new courses: The Art of Couples and Couplings, Africans in America, Monday Speakers Forum and Moylan Mill's Top Four Film Presentations.

NO Membership Fee! If you've never joined us before, we'll waive the registration fee. To register or get more information, call Cheryl Blumenthal at 610-896-7770, ext. 192.

If it snows, we'll close* ...so, there's nothing to lose!

*Golden Slipper closes when Lower Merion School district closes for winter weather conditions.

Golden Slipper at the JCC • Kaiserman JCC • 45 Haverford Rd. Wynnewood, PA 19096



*Mama
need a
brand
new bag?*

Win a beautiful, authentic, designer hand bag. Purchase tickets:
phillyjcc.com/bingo

**DESIGNER
BAG
BINGO**



*Let's
hit
the town
together!*

Purchase tickets for your chance to win a cute clutch.
phillyjcc.com/bingo

**DESIGNER
BAG
BINGO**



*Need
more
on-the-go
storage?*

Purchase tickets for your chance to win a beautiful & functional bag.

phillyjcc.com/bingo

**DESIGNER
BAG
BINGO**



*I'll come
through
in the
clutch!*

Win a beautiful, authentic, designer hand bag. Purchase tickets:
phillyjcc.com/bingo

**DESIGNER
BAG
BINGO**



*Fun
is in
the
bag!*

Play BINGO for a chance to win beautiful handbags.

phillyjcc.com/bingo

**DESIGNER
BAG
BINGO**

Identity Design

Brand system creation and implementation

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What I like:

The following brand systems show a strong understanding of color, typography, visual story telling, and being a brand champion.



PAG REVOLUCION

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?@#\$%^&*()_+::»



INTERSTATE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?@#\$%^&*()_+::»

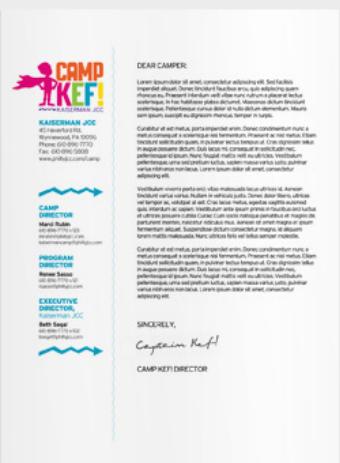


Interstate Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?@#\$%^&*()_+::»



C:0 Y:0 M:0 B:80



UNLEASH YOUR IMAGINATION



CAMP KEF! 2013

JUNE 24 - AUGUST 16, 2013 (no camp Thursday, July 4)

WELCOME TO A NEW KIND OF CAMP!

Welcome to a camp where wild imaginations come to life. Presented by a dynamic staff who will encourage your child's natural sense, and a treasure trove of fun activities and programs, CAMP KEF! is the place to be. In fact, we have so much more than what our name means... **KEF = FUN**

CAMP PHILOSOPHY:

The Kaiserman JCC Day Camp is committed to creating an exciting, safe, and enriching environment for children ages 3-12. We believe that the opportunity to gain knowledge, skills, self-esteem and confidence, as well as Jewish pride, is a fundamental part of every child's growth.

A summer camp experience can have positive and lasting benefits for individuals. Our campers will learn how to work together, problem solve, make decisions, explore appropriate activities and make the most of what is available.

UNLEASH YOUR IMAGINATION

K'TON TON

WHERE LITTLE ONES TAKE FLIGHT

Unit Heads:

Campers are introduced to all of the enjoyment of flying solo in a safe, familiar and nurturing environment. Under the supervision of qualified flying counselors and specialists, children will explore the mechanics of flight, the physics of social interaction, creative and Jewish play. There are two levels of flight for this age group and many challenges. Activities include art, creative movement, cooking, music, language arts, drama, science, nature, discovery time, instructional and recreational games. Our goal is to help every camper become a water solo by the end of the summer. K'Ton Ton campers may attend half day and/or full days.

WELCOME TO A NEW KIND OF SUMMER CAMP!

UNLEASH YOUR IMAGINATION

Camp Kef is a new kind of camp where kids' wildest imaginations come to life. We are powered by a dynamic staff, enough programming to reach outer space, and a treasure chest of fun around every corner. Join us this summer for a unique camp experience.

[LEARN MORE](#)

[DOWNLOAD BROCHURE](#)

CAMP KEF! 2013

JUNE 24 - AUGUST 16 (No Camp July 4)

KEF = FUN

Kef is the hebrew word for fun. But, no matter what country you are from fun is universal. Fun is what growing up is all about. This summer we are putting our imaginations forward and our KEF caps on as we journey through worlds propelled by our wildest dreams.



[LEARN MORE](#)



LET'S HAVE SOME KEF

After all, fun is what camp is all about. This summer we have tons of great activities like [daily swim](#), archery (all new), weekly specialties and even a [circus camp](#) lined up for the kids.

[LEARN MORE](#)

WHAT'S THAT IN THE SKY

Meet the new mascot of summer fun. Captain KEF is our camp representative here to help kids unleash their imaginations and discover new possibilities around every corner.

[LEARN MORE](#)



[DOWNLOAD A CAMP KEF APPLICATION](#)

[MEMBER DISCOUNTED](#)

[GENERAL](#)

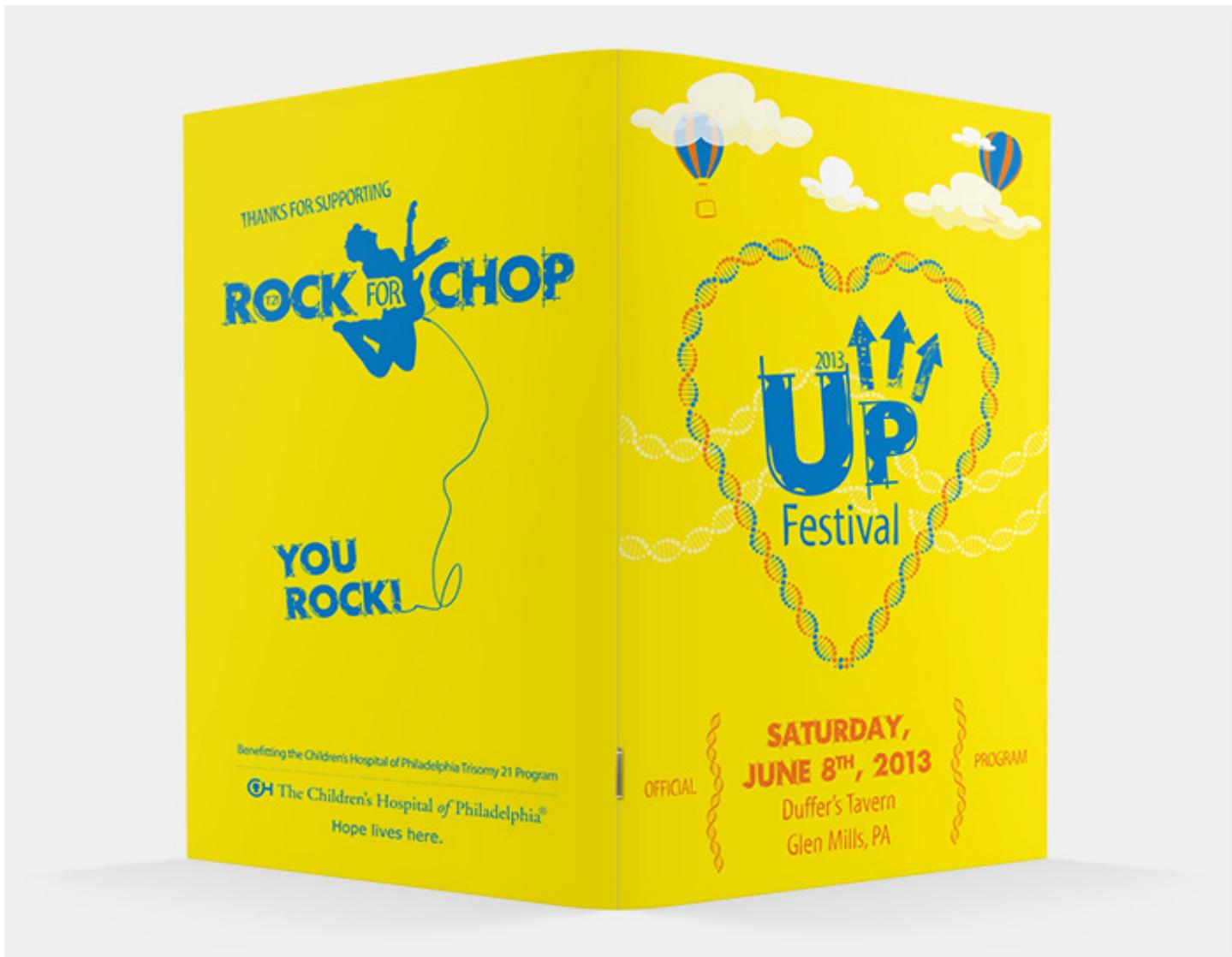




Purchase Tix Online
rockforchop.com

Presented by:
 

In support of:
 The Children's Hospital of Philadelphia
Hope lives here.





Thanks for viewing.

CALL



610-716-3716

E-MAIL



gtdesigns27@gmail.com



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@GTDesignStudios

/gtdesigns27

Works inside this document are only a small sampling of my capabilities. My most treasured works are those where I am highly collaborative with the client. Contact me and let's brainstorm.