Geoffrey H. Cook

cook.geoffreyh@gmail.com | 512-586-0115 | linkedin.com/in/geoffreyhcook | Portfolio: cookcomms.lovable.app

SUMMARY

Senior communications and brand strategist with 10+ years leading earned media, brand strategy, and stakeholder communications for global brands, advocacy organizations, and mission-driven clients including Chelsea FC. M.A. in Advertising, UT Austin. Known for building communications infrastructure from the ground up and translating complex technical, research, and institutional work into clear public narratives.

EXPERIENCE

Communications Consultant | GraphIQ.ai

January 2026 – Present

- Leading earned media and brand strategy for an AI-native B2B data platform.
- Built the company's messaging foundation from scratch — positioning, voice, go-to-market narrative — driving a 4x increase in unique traffic and 10x increase in page views within 48 hours of launch.
- Closed a brand-recognition gap across four major AI platforms by auditing visibility and sharpening how the company showed up in AI-native search and discovery.
- Built the content and media pipeline that turned new positioning into a repeatable system for launches, visibility, and ongoing storytelling.

Independent Communications Consultant | LibeRide

January 2024 – December 2025

- Defined brand positioning and go-to-market narrative for a disability mobility platform concept, giving the product a clearer story for development and early market testing.
- Aligned designers, developers, and disability advocacy partners around shared messaging, helping the concept move through development with stronger stakeholder cohesion.

Consultant, Digital Media & PR | The Ability People (Chelsea FC engagement)

January 2020 – December 2021

- Advanced accessibility improvements for Chelsea FC's website and mobile app by coordinating WCAG audits tied to concrete user-impact issues.
- Translated technical findings into stakeholder narratives that aligned club leadership and disabled supporters groups around real, executed change — held through a full COVID budget cycle.

Marketing Director | Trendency Research

January 2021 – December 2021

- Led go-to-market strategy targeting a 40% underserved U.S. market segment.
- Directed a longitudinal study of 7,200+ panelists to identify a market “discovery gap.”
- Unified three websites into one platform, creating a clearer customer journey and a more cohesive digital presence across markets.
- Clients included NFLPA and DC Public Schools.

Account Director | Channel V Media

January 2015 – December 2020 | New York, NY (Remote)

- Drove 135+ press placements across Bloomberg, Reuters, USA Today, and Forbes; won a Gold Stevie Award for campaign execution.
- Led a U.S. market-entry campaign for Sopra Banking Software (French fintech) that produced 55 stories across 9 countries in 3 languages within six months.

Social Media Strategist | Digital Air Strike

January 2016 – December 2018 | Scottsdale, AZ

- Grew client social audiences 3–6% month-over-month across 70+ automotive dealership clients, including 10–14 white-glove accounts with direct GM relationships.

Media Relations | MLB Network

January 2015 – May 2015 | Secaucus, NJ

- Sustained national media coverage across three regional markets during a high-visibility broadcast season by managing press relationships at pace.
- Led real-time crisis response when an unannounced show leaked on-air before its studio was complete — coordinated messaging so the public never saw evidence of the scramble.

Digital Content & Media Relations | University of Texas at Austin Athletics

January 2009 – December 2013

- Built Texas Baseball's fan communications from the ground up as social media first emerged, using early Twitter to deliver real-time stats, game times, and rain-delay updates to a growing fanbase (70,000+ followers).
- Helped UT Athletics navigate the launch of the Longhorn Network — the first single-school television network in the country — while supporting communications during a major media transition.

EDUCATION

M.A., Advertising | University of Texas at Austin — 2014

B.A., Communications | SUNY Albany — 2006

SKILLS & TOOLS

Core: Media Relations, Brand Strategy, Stakeholder Management, Narrative Strategy, Earned Media, Rapid Response, Content Strategy, Social Media Strategy, Coalition Communications, Accessibility Communications (Web Content Accessibility Guidelines, WCAG), Partnerships & Sponsorship Strategy

Tools: Muck Rack, Asana, AI-Integrated Workflows, WCAG Compliance, CMS, Google Analytics, MailChimp, Constant Contact, Salesforce (CRM)

CERTIFICATIONS

Certified Brand Strategist — Section4 & altMBA

Barcelona Innovation Hub, Fan Engagement Specialization (2020)