

Geoffrey W. Yost



Photo by Colin J. Johnson

GEOFF YOST is a partner and graphic designer at Annex in Charleston, S.C., and an events professional specializing in high-stakes media events.

At Annex, a digital branding studio crafting experiences for arts and cultural organizations, Geoff is responsible for client relations, business development, and creative direction. He leads the firm's print design efforts and is an expert in typography and page layout design. With his partners, Geoff founded Annex in 2013, and since then he has led projects for the City of Charleston, College of Charleston, Piccolo Spoleto Festival, Charleston County Public Library, Charleston Regional Alliance for the Arts, The Citadel Foundation, and WDAV Classical Public Radio, among others.

Alongside his company, Geoff regularly works on political events as a producer and strategic communications consultant. He is a White House Advance Associate and has produced events for the Office of the Vice President. In 2014, he was the Inaugural Ceremony Event Lead for the Terry McAuliffe Inaugural Committee, helping produce the inauguration of Virginia's 72nd Governor. In 2013, he worked for the Democratic National Committee on the Elizabeth Colbert Busch for Congress campaign in South Carolina. Geoff worked on several events for the 2012 presidential cycle, including the Democratic National Convention in his hometown of Charlotte, President Obama's Election Night celebration in Chicago, and the 57th Presidential Inauguration in the nation's capital.

Geoff graduated from the College of Charleston in 2012 with a Bachelor of Arts in Communication and Political Science. At the College, he was the Editor-in-Chief of *The George Street Observer* for two years, publishing the final print edition of the student newspaper before leading the organization's transition to CisternYard.com.