

Darrell Williams

Professional References

"I first met Darrell when I hired him to write and produce a program for the United States Postal Service. I spent several weeks getting to know him during the project. I have hired Darrell for other projects since then and wish I had something that could benefit from his talent now. He is one of my favorite people. He's creative, professional, reliable, a great leader of his team, and a great collaborator with his team and with his clients. Even better, he is a genuinely humble and nice guy. He is also a terrific presenter. I had him present to the Postmaster General and USPS execs. He blew the room away. He has the ability to explain his ideas clearly and in terms a client appreciates (more of that professionalism he exhibits) while generating excitement. Do yourself a favor and hire Darrell. And, if you have any further questions, please don't hesitate to contact me."

"Darrell is a top creative executive who brings a strong client focus and an innate ability to craft compelling customer focused messaging and advertising tactics to the table. As his client at Microsoft for five years, Darrell provided more than the standard "cookie cutter" advertising agency recommendations. He listened to my business goals and helped provide out of the box thinking and messaging that conveyed difficult concepts quickly and easily to our target customers. The successful direct to consumer campaigns he helped create not only helped us to exceed our business goals, but were noticed by Microsoft upper management for their unique blend of branding, messaging and direct sales. I have worked at several Fortune 100 companies and with many creative executives and agencies in the past. I can definitively state that Darrell is one of the most talented creative executive I've had the pleasure to work with. I highly recommend you hire him."

"Whenever I hear that I have to direct a project in which Darrell is involved I immediately feel better. And it's not because he's a pushover. He always knows what he must capture, he is clear about the brief to me and he is very supportive of the creative process. He's an incredibly articulate presenter and a superb writer. He never panics or loses his temper but remains cheerful and even tempered. He solves problems rather than passes the buck and he doesn't have an ego when it comes to necessary changes or the real world getting in the way. He's a believer in the principle that you can get a lot achieved in this world if you let other people take the credit for it. I know this because when I work with other creative people there is a heavy reliance on their own job security and looking good in front of their bosses. Darrell is just about the work and how being positive increases the chances that the work will benefit. I've done small projects that range from man in the street, to more ambitious projects that feature actors and set builds and multi camera set ups and through them all he is the same person. The quality of the work is all that matters and not the size of the job. But along the way he makes it a fun process for all of the crew. If he wants to make a suggestion he will do it in a way that you will think it's your idea. Getting praised by Darrell means a lot because he is as smart as a whip and technically as informed as any crew member. He's the complete deal."

Jim Gorman

Gorman360: 360 degree advertising, marketing, branding & creative for aviation & aerospace.

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