

WILLIAMS
DARRELL

Content Creator | Writer Communications Specialist Creative Strategist

16 - now Creative Director / Writer

Freelance / Portland, Oregon

- Develop and execute action-oriented advertising for direct and digital campaigns.
- Provide strategic insight and the ability to communicate in relevant consumer language.
- Proven skills in delivering results across all marketing channels.

12 - now Publisher

The Road Electric / Portland, Oregon

- Develop exclusive original content for The Road Electric.
- Thought leader in electric vehicles and alternative energy.
- Manage website design, SEO and social media campaigns.

07 - 16 Creative Director, Partner

Group Mojo / Portland, Oregon

- Creative strategist and key client contact on all agency work product.
- Creator of hundreds of web videos, television campaigns and corporate films.
- Developer and creator of corporate website, marketing and sales materials.

04 - 07 Senior Vice President, Creative Director

Euro RSCG / Portland, Oregon

- Spearheaded development of new opportunities in content advertising.
- Oversight of brand strategy development for key clients.
- Head of creative development efforts in new business.

00 - 04 Director, Creative Development

Euro RSCG / Portland, Oregon

- Developed projects that merged digital and entertainment content.
- Creative Director and lead developer of branded content.
- Head of creative development efforts in new business.

93 - 00 Creative Director

The Tye Group / Portland, Oregon

- Pioneered the use of half-hour television to drive retail sales for Fortune 500 clients.
- Managed creative teams in developing client campaigns.
- Active in new business and instrumental in a majority of new business acquisitions.

EDUCATION

University of Utah

Bachelor's degree / Journalism Mass Communication

Cum Laude

Accomplishments:

AAF NSAC Regional Winner

AFF NSAC Final Round Competition

ADDITIONAL INFORMATION

- 2009 Cannes Short Film Corner finalist
- Clio, One Show, Caples, Addy, IBA Spike, NY Festivals
- Pioneered "drive-to-retail" and "drive-to-web" television
- Publisher of The Road Electric
- Developer of "action storytelling"
- Creator of 100+ digital content videos

CONTACT

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DARRELL WILLIAMS

MS Word
PowerPoint
InDesign
WordPress
Final Draft
Buffer
Tweetdeck
Hubspot
Genoo
Adobe Premiere Pro
Twitter for Business
Facebook for Business
Instagram Business Profile

CLIENT EXPERIENCE

AOL • Apple • AT&T • Beachbody • Benj. Franklin Savings & Loan • Bissell • Black & Decker • Bombay • Boyd's Coffee • Brammo • Bristol-Myers • Brookstone • BRP • Callaway • Can-Am • Capillus • Char-Broil • Charter Health • Chesebrough Ponds • Clayton Homes • Clorox • Conair • Corning • Cream O' Weber Dairy • DirecTV • Evinrude • Excite@Home • Generac • Guthey|Renker • Hamilton Beach • Hanes • HP • The Home Depot • Humana • Icon Health & Fitness • Kawasaki • King World • Kodak • Lego Media • LifeLock • M&M Mars • Merck • Met-RX • Microsoft • Mirro Wearever • Mountain Fuel Supply • Mt. Bachelor Ski Resort • Murad • Netflix • NordicTrack • NW Natural • Ocean Pacific • Oregon Forestry Commission • Panasonic • Philips • PR Nutrition • Proactiv • Regence Blue Cross Blue Shield • Renewal By Andersen • Royal Caribbean International • SBC • Seiko • Sea-Doo • Sears • Sharper Image • Ski-Doo • Smith's Food & Drug • SoClean • Sony • Timberline Software • Toshiba • Traeger Grills • Travel Oregon • Tropicana • USPS • Utah Travel • Verizon Wireless • Willamette Industries

**CREATIVE DIRECTION • WRITING • VIDEO & DIGITAL CONTENT • SEO
TELEVISION • RADIO • STRATEGIC THINKING & CREATIVE PLANNING
NEW BUSINESS ACQUISITION • CLIENT RETENTION • SOCIAL MEDIA
RESULTS-DRIVEN MARKETING • WEB/WORDPRESS • FOCUS ON ROI**

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