

REBECCA FEAMAN WILLIAMS.

COPY-
WRITER.
BRAND
EVANGELIST.
CREATIVE
DIRECTOR.
ADVOCATE.
SUPERNOVA.
TRAVEL NUT.
CONNECTOR.
MOTHER OF
DRAGONS.

EXPERIENCE

VP, GROUP CREATIVE DIRECTOR Burrell Communications Group. 1/2013 - Present
PRINCIPAL & CULTURAL ENVOY Fame & Marketing, LLC. 9/2011 – 12/2012
SR VICE PRESIDENT/CHIEF CREATIVE OFFICER UniWorld Group, Inc. 5/2000 - 7/2011
CO-FOUNDER, CREATIVE DIRECTOR Hot Sauce. 4/1998 - 5/2000
CREATIVE DIRECTOR Spike DDB. 6/1997 - 3/1998
CREATIVE DIRECTOR Rush Media. 2/1996 - 3/1997
ASSOCIATE CREATIVE DIRECTOR Lockhart & Pettus. 1/1994 - 1/1995
COPYWRITER UniWorld Group, Inc. 6/1986 - 1/1994

PRODUCTS AND SERVICES

AUTOMOTIVE Chrysler / Ford Motor Company / Jaguar / Lincoln Mercury
BEAUTY AND PERSONAL CARE Avon / Carson Products Company / Colgate / Johnson Products Company / L'Oreal / Motions / Pro-line International / Revlon / Soft Sheen Products
FITNESS Bally Total Fitness Reebok
FOOD Burger King / Coca Cola / McDonalds / M&M Mars / Pepsi / Pillsbury / Kraft / SodexoMAGIC
CULTURE AFROPUNK
NON-PROFIT Planned Parenthood of NY UNCF / Big Brothers Big Sisters
SPORTS Fox Sports Net
SPIRITS Heublein / Coors Brewing Company / Miller Brewing Company
TECHNOLOGY AND TELECOMMUNICATIONS Kodak / AT&T
ENTERTAINMENT Walt Disney World / Diamond Resorts Intl. / Wynton Marsalis Enterprises / Time Warner Cable

AWARDS

COMMUNICATIONS EXCELLENCE TO BLACK AUDIENCES (CEBA) Awards of Excellence
2017 SILVER ADDY AWARD McDonald's "The Good Fight"
2016 SILVER ADDY AWARD McDonald's "Good Things"
2010 GOLD EFFIE AWARD Marines "Leap"
2009 SILVER ADDY AWARD + 2009 BRONZE TELLY AWARD Marines "Leap"
2009 SILVER TELLY AWARD 3 Musketeers "Mani Pedi"
2008 NAMIC AWARD Time Warner Cable - "100% You"

EDUCATION

B.A., ENGLISH Scripps College, The Claremont Colleges, CA
AMERICAN ASSOC. OF ADVERTISING AGENCIES Inst. of Advanced Advertising Studies
MEMBER OF SHERUNS IT (Advertising Women of New York).

INTERESTS

Niche Cultures, Gourmet Cooking, Travel (Francophile), Art, Fashion

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rebecca@fameandmarketing.com

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Rebecca Williams has been creating award-winning, innovative brand campaigns for a far-reaching range of mainstream and ethnic products and services for over 20 years. Her adaptive and energetic style has garnered numerous awards from the Association of National Advertisers, Ad Age and the Telly, Effie, NAMIC and Addy awards. As VP, Group Creative Director at Burrell Communications Group, she leads the vision and development of national campaigns for QSR giant, McDonald's.

As Senior Vice President, Chief Creative Officer of UniWorld Group, Rebecca managed the overall creative direction of the agency. Her vision shaped a substantial number of successful and compelling advertising campaigns for clients including Burger King, Ford Motor Company, Pillsbury, the United States Marine Corps, M&M Mars, Avon and Walt Disney World.

In addition to developing award-winning campaigns for UWG, Rebecca assisted hip-hop mogul Russell Simmons in launching Rush Media, where she created dynamic campaigns for Coca-Cola, featuring the iconic talents of L.L. Cool J, Savion Glover and Mary J. Blige. As Creative Director at SPIKE/DDB, Rebecca helped win the McDonald's business and worked on the Fox Sports and Soft Sheen accounts.

As president and creative director of her own boutique agency, Hot Sauce, she played a key role in repositioning Carson Products Company as a major player in the hair care arena and brought attention to Bally Total Fitness with a campaign of steamy and energetic TV spots.

Prior to joining Burrell, Rebecca worked as an independent consultant to introduce a number of clients to new and emerging niche markets like AfroPunk. She has also worked with brands such as Diamond Resorts International, SodexoMAGIC and Wynton Marsalis Enterprises to help develop and enhance their marketing messages.

Ms. Williams has worked with notables in a range of industries, from music and movies to fashion and politics. Her "rolodex" of influencers and opinion leaders allows her valuable insights from professionals at the top of their fields and positions her as a conduit to current and emerging trends in the marketplace.

Rebecca holds a bachelor's degree in English from Scripps College and is a member of She Runs It (Advertising Women of New York)