

# Darrell Robinson Media (DRM)

Minority-Owned Small Business • Strategic Communication • Media Production • Digital Content

## ► INTRODUCTION

Darrell Robinson Media (DRM) is a minority-owned small business specializing in strategic communication, media support, and digital content for mission-driven organizations and government programs. Led by Darrell M. Robinson, Jr.—a federal communications professional and creative strategist—DRM bridges the gap between government and public-sector messaging needs and modern media. With experience in federal service, stakeholder engagement, and multimedia production, DRM delivers clear, accurate, mission-aligned communication solutions.

## LOCATION

Virginia  
Mississippi

## CONTACT

Darrell M. Robinson, Jr.  
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## NAICS CODES

541611 – Management Consulting  
541613 – Marketing Consulting  
541820 – Public Relations  
512110 – Video Production

## ► AGENCY SERVICES

### Strategic Communication:

Public messaging and outreach materials; Stakeholder communication support; Narrative development & messaging strategy; Scripts, talking points, and communication plans.

### Media Production:

Short-form video for outreach & programs; Program documentation and visual storytelling; Editing & post-production; Select photography services.

### Digital Platforms & Website Design:

Strategic website planning; Design and development of professional, mission-aligned websites; Website copy integration; Site refreshes and rebuilds; Ongoing maintenance and content updates.

## ► DIFFERENTIATORS

- Federal communication experience
- Strategic & creative skillset in one vendor
- Minority-owned small business
- Clean, modern, accurate communication
- Efficient turnaround, small-by-design
- Culturally informed messaging expertise

## ► MINORITY STATEMENT

Darrell Robinson Media is a 100% minority-owned business.

## ► PARTIAL CLIENT LIST



## ► STRATEGIC ADVANTAGE

### Dual-Discipline Professional Background:

Formal experience in federal communication combined with practical media production skills provides a strong foundation for supporting mission-driven initiatives.

### Strong Understanding of Federal Messaging Requirements:

Familiarity with government communication standards, public information protocols, and stakeholder needs ensures accuracy and compliance.

### Streamlined, Lean Operational Structure:

As a small, independent studio, DRM maintains efficient workflows with minimal overhead, enabling quicker response times and agile project execution.

### Straightforward, Intentional Communication Approach:

Academic training in strategic communication informs a methodological, research-based approach to message development and content planning