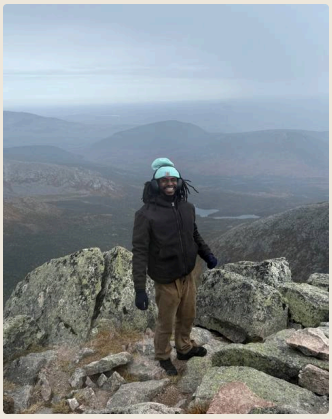
IIDIOSYNCRATIC *Studio*

Creativity without convention · Creative media & experiences · NYC | Worldwide



An independent creative media company bringing brands, culture and people together through visual storytelling, content production and meaningful experiences. Founded by Malcolm Williams, Founder & Creative Director. Published poet: *Ink on the pages* (Aug 2026).

PLATFORMS

Instagram	@the.malcolm.williams
TikTok	@thelifeof_iidio
YouTube	@iildiomotivation
Threads	@the.malcolm.williams

OUTPUT

364
Videos published

6
Destinations in the reel

176
Pages in his first book

Counted from his public profiles, Sept 2026.

SERVICES

Brand collaborations
Your product placed inside a real trip or a day in New York, and published on Malcolm's channels.

UGC
Vertical video your brand posts on its own channels. Shot to feel native to the feed, delivered ready to publish.

Photo & video
Photography and videography on location for launches, campaigns, and restaurants.

Hospitality & tourism
Campaigns for hotels, resorts, and tourism boards: vertical clips of rooms, food, and experiences, photo sets of the property and the place around it, and a stay told as one story.

Creative direction
Commercial storytelling from the idea to the final cut: short films, color-graded and cut to music, for the feed or the top of a landing page.

RATES

On request. Every project is quoted on its deliverables and usage.

COLLABORATION & PRODUCTION PROCESS

01 **Discovery & Creative Direction**
Understanding the partner's objectives and developing the creative concept.

02 **Production & Content Creation**
Executing the agreed creative direction through photography, videography and other content.

03 **Editing & Final Delivery**
Refining and delivering the final assets.







BRAND COLLABORATION · ONGOING

Red Letters

Brand: Red Letters (@redletters) · Model and content creator

Malcolm models for Red Letters and creates content featuring the brand's clothing, as an ongoing partnership.

REDLETTERS.CO ↗ 10% OFF WITH MALCOLM'S LINK ↗

Affiliate link: Malcolm may earn from purchases made through it.

WATCH THE REEL ON INSTAGRAM







TRAVEL FEATURE · SEP 2026

ATV tours in Ataco

Featured: Ataco Buggy Tour El Salvador (@atacobuggytourelsalvador) · Instagram carousel post · Ataco, El Salvador

An ATV tour through Ataco with Ataco Buggy Tour El Salvador, posted to Malcolm's Instagram with the tour company tagged.

SEE THE POST ON INSTAGRAM

CONTACT

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Instagram DM	@the.malcolm.williams

START AN INQUIRY