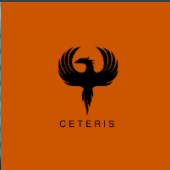





JAMES WILLIAMSON


COMMUNICATIONS, CONTENT, STRATEGY




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Dear client or hiring manager,

As a consultant and founder of Ceteris Communications, as a senior employee, or as a contractor, I bring to any project, campaign or organisation a passion for communications, digital content, design, story, and strategy.

I always deliver work to brief, at a high standard, on time, on brand, and on budget. I harness deep experience in content, communications, strategy, creative, digital, media, and audiovisual. I specialise in financial services (super, investments, wealth management), and draw on project and consulting experience in sectors like not for profit, healthcare, and aged care.

In my career I've delivered work for global brands like Goldman Sachs, Morgan Stanley, Invesco, and Merrill Lynch, and HSBC, Australian brands like Aware Super and HESTA, and niche brands like VicSuper, JMB, and Heritage Care (now Aeralife). Feedback on my work is consistently strong. I apply unique creative-technical techniques which are highly effective in building brand, winning business, managing clients and media, marketing and promotion, education, and internal communication.

I'm a flexible, curious, creative, organised, and well-informed person. These qualities have helped deliver strong results in a team or autonomously, and in managing multiple stakeholders including CEOs, directors, and external media.

I'd welcome the opportunity to discuss my skills, values and experience with you, with a view to helping your organisation and team deliver consistently outstanding results.

Best wishes,

James Williamson
Founder & Consultant-Director - Ceteris Communications