

SAM WILLIAMS PORTFOLIO



CONTENT CREATION | COMMUNICATION | MEDIA SERVICES | GRAPHIC DESIGN





ABOUT SAM WILLIAMS:

Sam has extensive experience in videography, photography and graphic design in motorsport

He has produced high-quality driver content across top-tier championships, including FIA Formula 3, Formula 2, and more recently, British GT, BTCC and GT World Challenge Europe.

PHOTO BY SAM WILLIAMS
2025 BRITISH GRAND PRIX

SW

CONTENT CREATION (PHOTOGRAPHY & VIDEOGRAPHY)

Sam's multi-media skill set allows him to execute the planning, creation and distribution of content.

Extending from his high-standard video, photography & graphic design material - adjusted to each platform. He has experience working in a fast-paced environment delivering in producing high-quality content quickly.

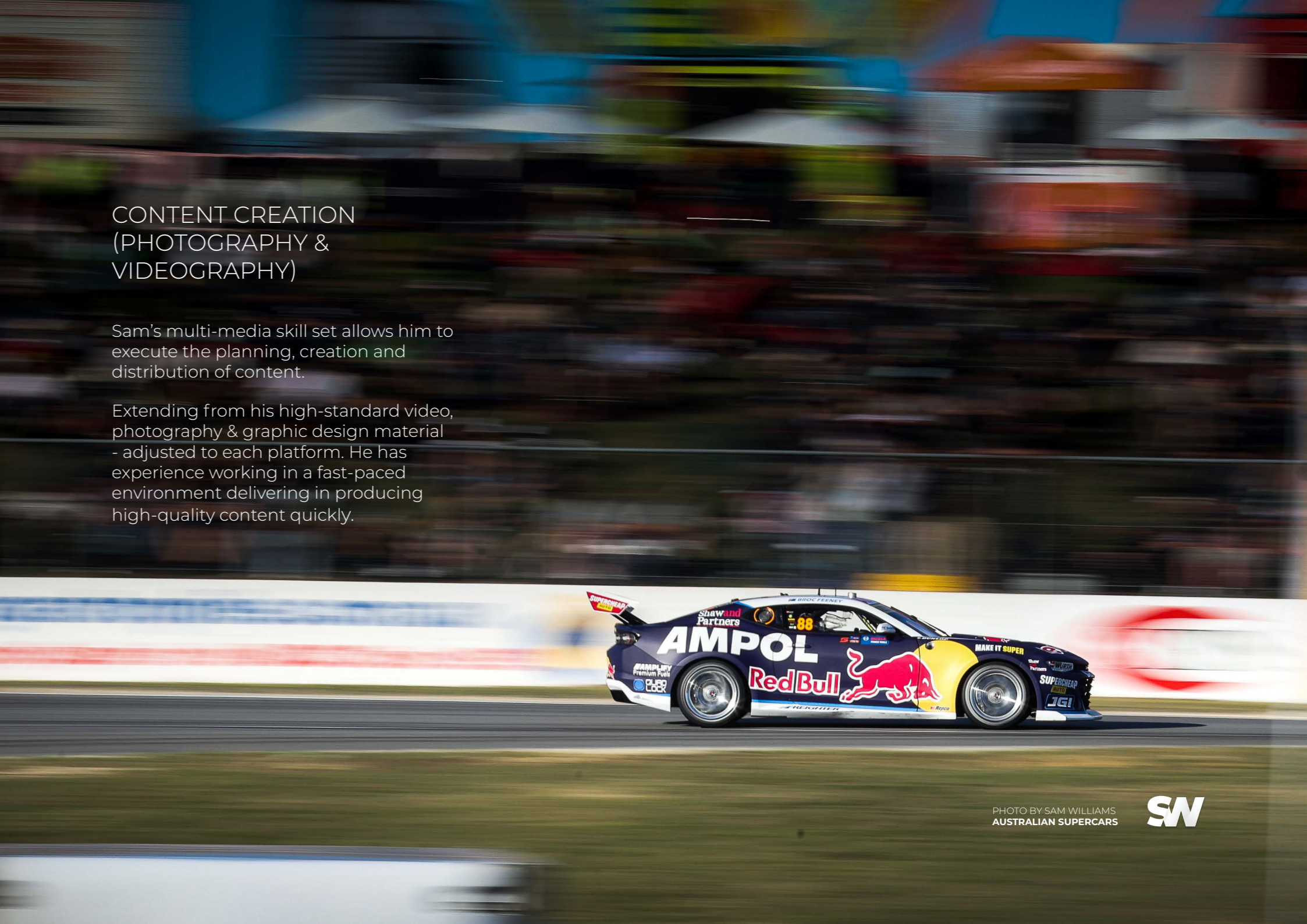


PHOTO BY SAM WILLIAMS
AUSTRALIAN SUPERCARS

SW

EXTENSIVE MOTORSPORT EXPERIENCE

CONTENT CREATION
(PHOTOGRAPHY & VIDEOGRAPHY)

Sam has experience capturing, editing and releasing multiple videos during Formula 2, FIA Formula 3, British GT and GT World Challenge race weekends. Capturing behind the scenes and showcasing the human element of racing.

This also includes the development of artistic race weekend, race week and promotional posters.

With these high quality assets, Sam has also created activation videos for events, helping attract and further engage existing sponsors.



PHOTO BY SAM WILLIAMS
AUSTRALIAN SUPERCARS

SW

COMMUNICATION

Throughout Sam's management roles and broader professional experience, he has consistently maintained regular communication with clients for filming, photos and website creation.



PHOTO BY SAM WILLIAMS
GB3 CHAMPIONSHIP

SW

LIAISON WITH PHOTOGRAPHERS, VIDEOGRAPHERS, AND DESIGN TEAMS

In Formula 2 Sam managed sponsor relations for Calan Williams Racing providing guided tours, facilitating engagement, and addressing enquiries to ensure a professional and memorable experience.

Sam also produced racing documentaries which involved liaising with the following:

- Event organisers
- Teams
- Drivers
- Social media management group Next Level Motorsport



PHOTO BY SAM WILLIAMS
GT CUP CHAMPIONSHIP



OTHER MEDIA CONTENT

In his roles with Formula Scout (from 2021 to 2022) and Calan Williams Racing, Sam has demonstrated skill in the writing of press releases for websites and other media outlet distribution lists.

This includes the management of relationships with key press for Calan Williams' profile promotion.



PHOTO BY SAM WILLIAMS
GB3 CHAMPIONSHIP





BRITISH TOURING CARS
MAX BUXTON

Personalised videographer and photographer for
BTCC Driver Max Buxton at the same championship
that saw 15 million global viewers in 2025.

(PHOTOGRAPHY & VIDEOGRAPHY)

PHOTO BY SAM WILLIAMS
BTCC 2026 ROUND ONE



PHOTOS BY SAM WILLIAMS
BTCC 2026 ROUND ONE





PHOTOS BY SAM WILLIAMS
BTCC 2026 ROUND ONE



PHOTOS BY SAM WILLIAMS
BTCC 2026 ROUND ONE





GT WORLD CHALLENGE EUROPE
CENTURY MOTORSPORT

Photographer and videographer with Calan Williams
Racing during the CenturyMotorsport GTWC season
and livery launch at Silverstone.

(PHOTOGRAPHY & VIDEOGRAPHY)

PHOTO BY SAM WILLIAMS
GT WORLD CHALLENGE



PHOTOS BY SAM WILLIAMS
GT WORLD CHALLENGE





EFO: BARCELONA TEST
BVM RACING & DIVY NANDAN

Divy reached out ahead of the event to bring me on as his personal photographer and videographer for the Barcelona test. This led to a successful weekend working with Divy and subsequently with BVM Racing.

(PHOTOGRAPHY & VIDEOGRAPHY)

PHOTO BY SAM WILLIAMS
EURO FORMULA OPEN



PHOTOS BY SAM WILLIAMS
EURO FORMULA OPEN







AUSTRALIAN SUPERCARS

Photographer at the Australian Supercars Championship in 2025.

(PHOTOGRAPHY)

PHOTO BY SAM WILLIAMS
AUSTRALIAN SUPERCARS **SW**



PHOTOS BY SAM WILLIAMS
AUSTRALIAN SUPERCARS **SW**



PHOTOS BY SAM WILLIAMS
AUSTRALIAN SUPERCARS



P
SU
6-8

PHOTOS BY SAM WILLIAMS
AUSTRALIAN SUPERCARS





SAM WILLIAMS

E: sam@samwilliamsmedia.com

P: +44 7460 214 100

W: samwilliamsmedia.com

