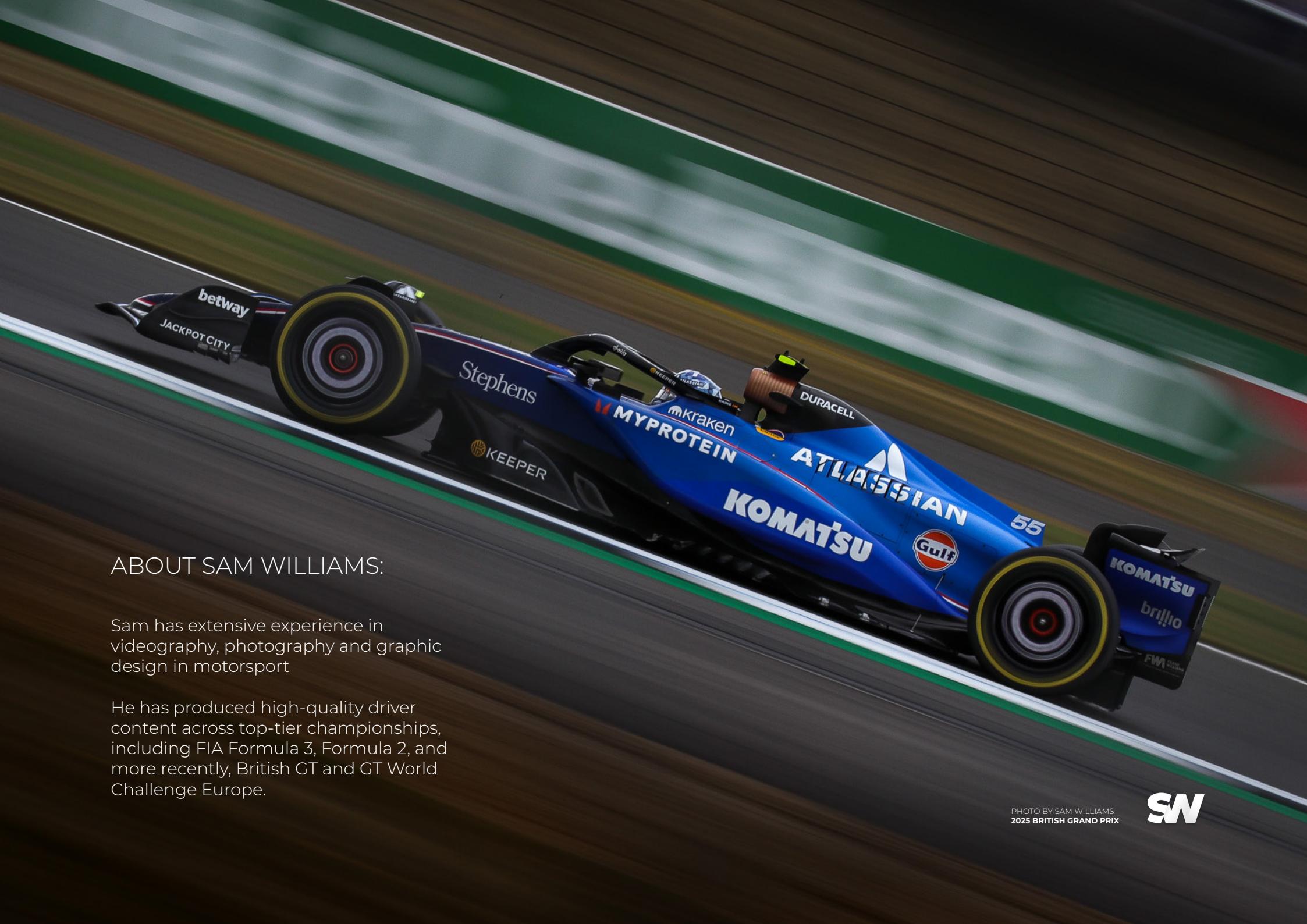




SAM WILLIAMS PORTFOLIO

CONTENT CREATION | COMMUNICATION | MEDIA SERVICES

SW



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 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 CHAMPIONSHIP

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.



POSTER BY SAM WILLIAMS
BRANDS HATCH GT WORLD CHALLENGE

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
- Music (Working with Canadian Music Producer Ilario Circosta)

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

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PHOTOGRAPHY SHOWCASE:
BRITISH GRAND PRIX

CONTENT CREATION
(PHOTOGRAPHY & VIDEOGRAPHY)

PHOTO BY SAM WILLIAMS
BRITISH GRAND PRIX

SW



PHOTO'S BY SAM WILLIAMS
BRITISH GRAND PRIX

SW



PHOTO'S BY SAM WILLIAMS
BRITISH GRAND PRIX

SW



PHOTOGRAPHY SHOWCASE: SUPERCARS CHAMPIONSHIP

CONTENT CREATION
(PHOTOGRAPHY & VIDEOGRAPHY)

PHOTO'S BY SAM WILLIAMS
AUSTRALIAN SUPERCARS CHAMPIONSHIP

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PHOTO'S BY SAM WILLIAMS
AUSTRALIAN SUPERCARS CHAMPIONSHIP

SW



PHOTO'S BY SAM WILLIAMS
AUSTRALIAN SUPERCARS CHAMPIONSHIP

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PHOTOGRAPHY SHOWCASE:
BRITISH GT - JOE WHEELER

CONTENT CREATION
(PHOTOGRAPHY)

PHOTO BY SAM WILLIAMS
BRITISH GT - JOE WHEELER

SW



PHOTO'S BY SAM WILLIAMS
BRITISH GT - JOE WHEELER

SW



PHOTO'S BY SAM WILLIAMS
BRITISH GT - JOE WHEELER

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GRAPHIC DESIGN
SHOWCASE:
CONTENT CREATION

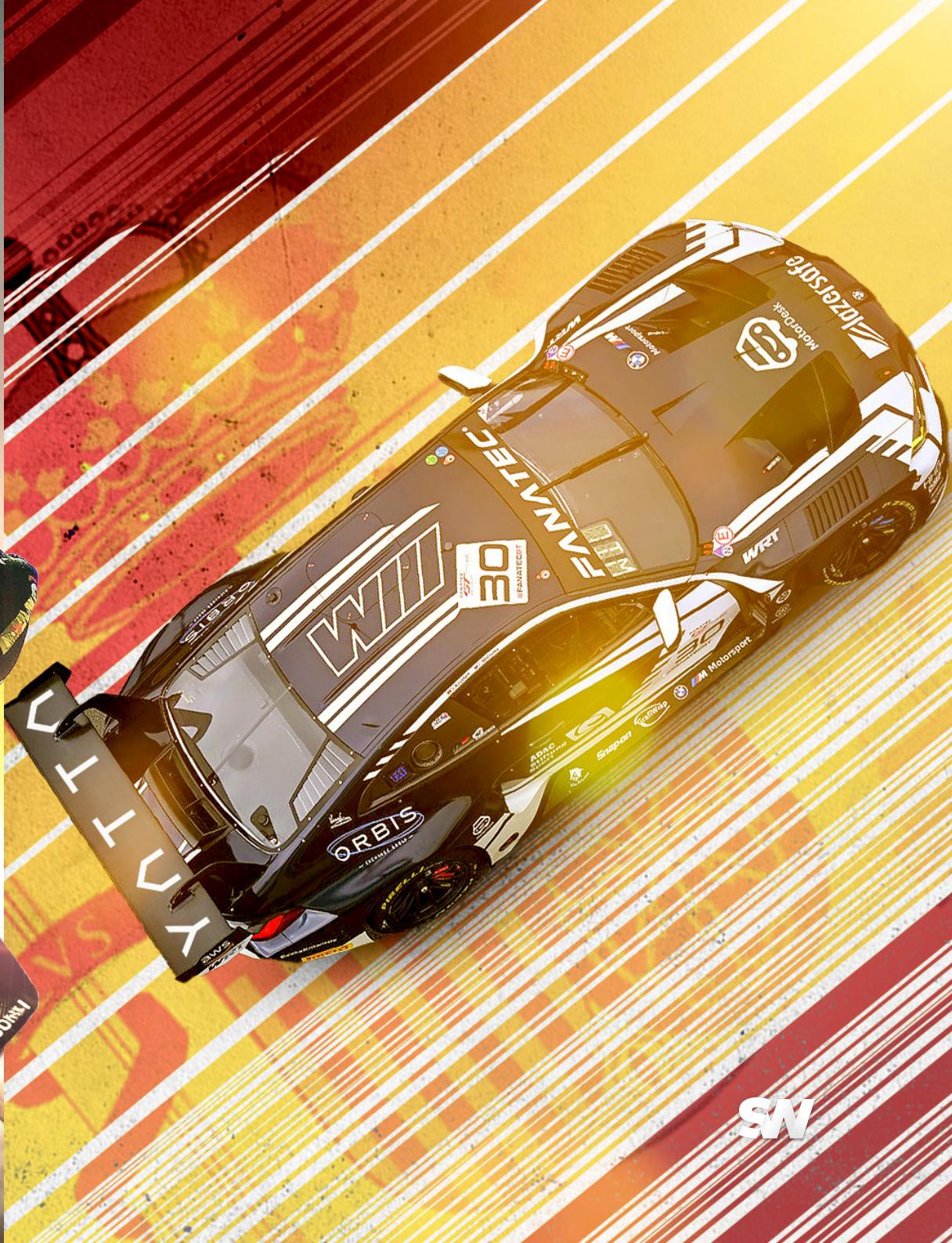


POSTER BY SAM WILLIAMS
CHARLES LECLERC

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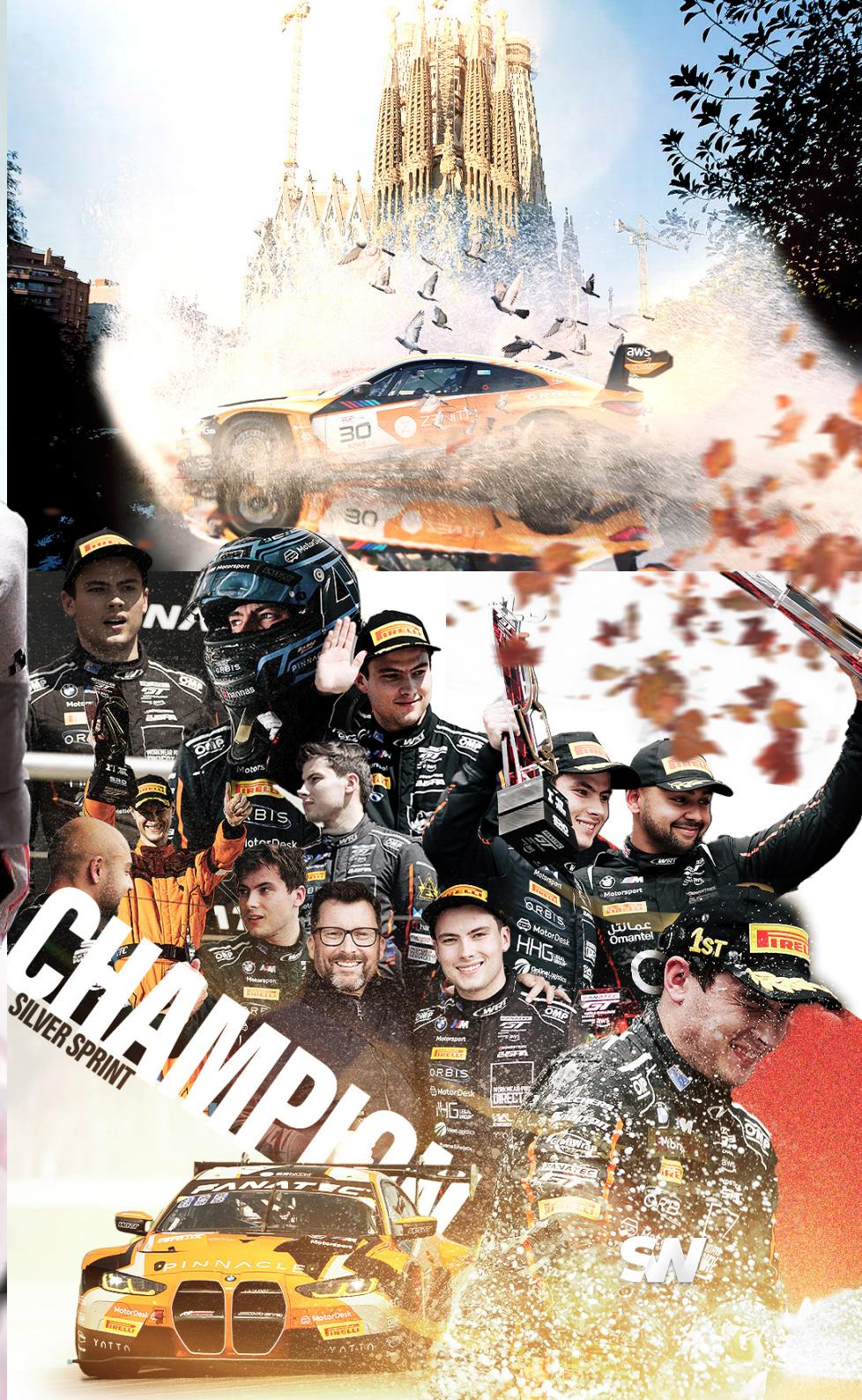
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03 | JAPANESE GRAND PRIX

MAX VERSTAPPEN

RED BULL





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