

## Hook, Line & Sinker appoints Samantha Williams as account director

Award-winning public relations agency, Hook, Line & Sinker (HLS), has appointed Samantha Williams as account director to head-up the agency's consumer team. Williams will manage several local and global brands including Luxity, IDEA digital education and Amazon 'Meet and Code' Europe.

An avid writer with a passion for the exciting world of tech, Williams brings 10 years of PR, marketing and corporate in-house experience to the HLS team.

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