

Hilary Cousins

creative director / writer / communications consultant

As a creative director, strategic communications consultant, and writer, Hilary helps clients communicate their message and enhance their brands.

With over 17 years of experience in business communications services, Hilary has worked with some of Fortune 100's biggest companies... including Pfizer, IBM, Citibank, Microsoft, Prudential, GlaxoSmithKline, Canon, Arby's, PricewaterhouseCoopers, Staples, BristolMeyersSquibb, Johnson & Johnson, MasterCard, and Novartis among others.

He has worked as a creative director and writer on a wide variety of communication and marketing applications... including Branding Campaigns, Live Meetings & Events, Trade Shows & Exhibitions, Award Shows, Training Meetings, all types of Video and Multimedia production, Satellite Broadcasts, Web Sites, and Print collateral.

And he's worked with some of the top Corporate Communications agencies in the industry... including MJM Creative Services, ProActive, Freeman, Jack Morton, AMCI Global, Caribiner, and PGI.

Hilary brings a wealth of experience from the worlds of film, TV, and live music production to his role as a creative communications consultant. He has a command of all phases of the production process and he understands the creative factors that go into effectively conveying a message on stage, on screen, and in print – compelling storytelling, great visual design, clear messaging, and the importance of being engaging and entertaining.

Hilary is a highly-regarded director and presentation coach. He directs executives, managers, and talent to deliver their best performances. It's his ability to help presenters and performers gain command of their material, and their delivery, that clients seek time and again.

And Hilary's creative pursuits are not limited to the Commercial Arts. He is also a performing musician and singer songwriter – his CDs and songs have been broadcast on independent radio, the web and TV. He has also worked on independent film projects.