



**PRESS RELEASE**

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**ARTÉMIA Communications, Inc. Launches Financial Writers Bureau to Address Growing  
Content Marketing Need in the Financial Services Industry**

San Francisco, September 24, 2018 – ARTÉMIA Communications, Inc., a full-service communications and digital marketing agency, announced today that it is expanding its financial services practice with the creation of its new Financial Writers Bureau, to include carefully-vetted subject matter experts and writers. This new bureau will empower ARTÉMIA to support the content needs of all companies that communicate financial information. Those benefiting from the new service will include: financial institutions such as banks and credit unions; broker/dealers, wealth management firms and wirehouses; fintech, insuretech and blockchain startups; insurance carriers and their marketing organizations.

“We deliver engaging copy on complex topics. We follow your brand guidelines, connect with your audience, and make you sound like the experts you are. In addition, we write with compliance issues in mind, minimizing review cycles,” says ARTÉMIA CEO, Barbara Wichmann. “Whether it’s social media posts or white papers, product sheets or website copy, B2C or B2B, our writers have seen it, done it, and have the work samples to prove it.”

The need for this kind of bureau is particularly acute in the San Francisco Bay Area, notes Erica Oh, communications lead for ARTÉMIA’s financial services practice. “Our region is home to some of the industry’s most exciting new ventures and most established leaders. To meet their needs, we’ve gathered writers with a strong command of a wide range of financial subjects, from investments, wealth management and life insurance to blockchain and cryptocurrency.”

Unlike traditional staffing models, ARTÉMIA’s Financial Writers’ Bureau includes comprehensive editorial review and project management, with agency-level support for projects as needed. “Our clients will be well served by this model, which ensures editorial excellence, while also relying upon our agency’s overall expertise,” says Wichmann. “By specializing in financial services -- an industry we know well -- we are meeting a need that clients have found difficult to fulfill through other channels.”

## **About ARTÉMIA Communications**

ARTÉMIA Communications ([www.artemia.com](http://www.artemia.com)) is an award-winning, full-service strategic communications and digital marketing agency serving global Fortune 500 and high-growth start-up companies as well as government agencies. Founded in 1995, ARTÉMIA emphasizes innovation, research-based solutions, sustainability and high-quality support to its clients in technology, energy, utilities, education, healthcare and financial services. In collaboration with our strategic partners we offer best-practices, localized, in-language communications for mid-size to large organizations.

ARTÉMIA's client list includes Fortune 500 leaders, such as AT&T, Chevron, PG&E, VISA, Wells Fargo, NTT-AT, regional and international NGOs and governmental entities, from BART, Marin Transit, the Delta Conservancy and East Bay Mud to the US Department of Commerce and the governments of the United Kingdom, The Netherlands and Canada. The agency also has a history of assisting international high-growth startups in clean tech/sustainability, e-health, fin tech, ed tech and beauty.