

Will Carrico

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education

University of Kentucky

BA, Integrated Strategic Communication with a minor in Digital Media and Design, completed August 2018.

Extracurricular Activities

Grehan Associates

Assistant Firm Director

Interfraternity Council

Vice President of Public Relations
Vice President of Recruitment

Study Abroad

Two week excursion to London, England studying the complexities of the British advertising and public relations practices. This included study of print, broadcast, cinema and out-of-home advertising as well as visits to top advertising and public relations agencies.

certifications

- FCC Responsive Web Design, Developer Certification
- TTD Programmatic Advertising Marketing Foundations
- Quantcast Real Time Advertising

skills

Media Planning

Developing multifaceted media plans in response to client and agency RFPs. Strategizing product & targeting capabilities in order to reach desired audiences and accomplish client objectives.

work experience

The Washington Post

Client Services Manager | NYC

Feb. 2021 - Present

- Work closely with Account Executives to manage high-profile digital display, video, audio and custom content advertising campaigns.
- Manage full campaign life cycle for key accounts including Meta (Facebook), Cisco & Ford
- Build strategic media plans that accomplish client objectives & KPIs based on business goals and historical successes.
- Utilize various analytic and ad server systems to build reports that tell a story to clients about how the campaign performed and recommend best practices for future campaigns.

Digital Ad Ops Coordinator | DC

Oct. 2018 - Feb 2021

- Trafficked digital advertising campaigns on all Washington Post platforms through a variety of ad servers (Google Ad Manager, The Trade Desk, Live Intent, Apple Workbench).
- Took the lead on key clients such as Rolex, IBM, Facebook and Joe Biden for President.
- Received the 2020 Client Solutions Outstanding Contribution Award.

Cornett

Account Planning Intern | KY

June 2018 - Aug. 2018

- Contributed to the planning and execution of integrated campaigns and deliverables for clients including Brokers International and Valvoline.
- Edited copy, managed team schedules, prepared billing documents and assisted with website development in Drupal.

Wrigley Media Group

Marketing Intern | KY

Jan. 2018 - May 2018

- Developed marketing materials, advertisements, social media content and pitch presentations for meetings with potential clients.
- Contributed to brainstorming sessions as well as client and internal meetings.

Campaign Management

Monitoring digital campaign delivery and performance in order to make thoughtful optimizations & recommendations for up-sell opportunities.

Advertising Operations

Building custom ad units, applying tracking and targeting & scheduling digital campaigns in various ad servers including Google Ad Manager, The Trade Desk, Live Intent, and Apple Workbench.