

Will Carrico

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education

University of Kentucky, Lexington, 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

- Google DoubleClick for Publishers
- Google Analytics Individual Qualification
- Google Adwords Fundamentals + Mobile
- Real Time Advertising
- Stukent Mimic Pro

skills

Advertising Operations

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

work experience

The Washington Post

Digital Advertising Coordinator

Washington, DC

Oct. 2018 - Present

- Schedule digital advertising campaigns in various ad servers.
- Ensure proper functionality of campaign creative elements as well as application of relevant tracking and targeting.
- Maintain communication with the client services team to perform QA on campaign materials and conduct regular reviews of active campaigns.

Yelp, Inc.

Advertising Account Executive

Washington, DC

Aug. 2018 - Oct. 2018

- Managed a pipeline of clients ranging from small to medium sized business owners — all organized in Salesforce.
- Educated, strategized, and successfully sold Yelp advertising programs by adapting product recommendations to suit client needs.

Cornett

Account Planning Intern

Lexington, 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 expense reports and assisted with website development in Drupal.

Wrigley Media Group

Marketing Intern

Lexington, 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 company meetings.

Campaign Planning

Planning and project managing the execution of both integrated and digital advertising campaigns as both a leader of campus organizations and intern at multiple creative agencies.

Digital Media and Design

Proficient in design theory and visual communication. Experience with design and video production tools such as Adobe Illustrator, Adobe Photoshop, Adobe Premiere, and Rhinoceros 3D.