



WILL SEARS

Marketing Executive

CONTACT

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CORE COMPETENCIES

Marketing & Brand Strategy
Business Development
Client Relations
Creative Direction
Content Development
Operations & Team Management

EDUCATION

Asbury University ('08)
B.A., Applied Communication
Summa Cum Laude

HONORS & AWARDS

CEO of Clutch Top Branding Agency
in Florida ('18)

Platinum AVA Digital Award for Soraa
'Color & White' Campaign ('18)

Gold dotCOMM Award for Sterling
Flight Training Website Redesign ('18)

Gold ADDY Award for Big Ass Fans
'Fanny for President' Campaign ('17)

Appointment to Honorable Order
of Kentucky Colonels ('04)

PORTFOLIO

Visit WBRADFORD.com

INTRODUCTION

Will Sears carries a broad body of award-winning advertising, marketing and public relations expertise across diverse industries. Will has especially deep success in bridging business strategies with data-driven, compelling content spanning traditional and digital channels.

For over 12 years, Will's work has benefited enterprise and SMB companies in industries including, but not limited to, consumer technology and lifestyle products, healthcare, pharmaceuticals, energy, finance, higher education, sustainability, government, non-profits, SaaS platforms and professional services.

Now based in Cincinnati, Ohio, Will and his agency serve a global roster of clients at all stages of business growth — from startup to established enterprise.

It is ultimately Will's serious, yet personable approach that continues to quickly earn clients' trust and his team's respect. Through thoughtfulness, a quick wit and big heart, Will continually delivers on his reputation as a trustworthy partner, smart risk-taker and genuine mentor.

EXPERIENCE

W. BRADFORD | President & CEO
February 2017 – Present | Cincinnati, Ohio

- Oversee all operational aspects of company I founded at age 31, which earned revenues in excess of \$1 million during first year of business and profitability month-over-month to date
- Attract and retain robust roster of national and international clients — totaling 50+ in less than three years — for retainer and project initiatives
- Develop and optimize sophisticated operational processes and strategies to maximize quality, efficiency and profitability
- Manage team of remote and in-person marketing professionals to execute cross-functional marketing deliverables
- Serve as lead client strategist, business development director and creative director
- Partner with external marketing and operations-focused vendors to ensure adherence to best practices, attract top talent, remain profitable and scale the business based on short- and long-term business objectives

MAX BORGES AGENCY | Senior Brand Experience Director
December 2015 – June 2016 | Miami, Florida

- Served as Brand Experience practice lead to develop brand and product stories, messaging and larger marketing campaign concepts
- Worked across all practices to develop sophisticated marketing strategies and plans for U.S. and international consumer brands/products
- Served on leadership team to help guide agency business, expand service capabilities and optimize business structure and processes for the agency
- Led initiatives within Brand Experience practice to grow production capabilities and team skill sets, particularly within video production, website design and development and influencer engagement
- Partnered closely with Business Development to develop and present strategies, campaigns and marketing programs for national and international prospects

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MAX BORGES AGENCY | Account Director

December 2015 – June 2016 | Miami, Florida

- Developed sophisticated marketing strategies and plans for U.S. and international consumer brands/products
- Served as lead strategist on all assigned accounts, overseeing account service team performance per account
- Consulted with executive team to expand service capabilities, business development strategies and overall business structure and positioning for the agency
- Assessed services to increase efficiency, quality and profitability

TRENDYMINDS | Account Director

July 2014 – December 2015 | Indianapolis, Indiana

- Led the company's account team dedicated to Harrison College, for which TrendyMinds was the agency of record. Activities overseen included overarching account strategy, brand strategy and the 2015 website redesigns for both Harrison College and The Chef's Academy, Harrison's culinary division
- Consulted and advised on all agency projects that required PR services
- Served as new business development representative for the company. Responsibilities included assessing prospect needs and developing appropriate strategy and deliverables, as well as pitch development and delivery
- Led evolution and growth of the agency's PR service, including a productization model and training initiatives
- Managed account team members, including goal-setting and monthly evaluation meetings
- Led all aspects of the Indianapolis Housing Agency account to include oversight of the organization's 2014 Section 8 Waiting List public education and online sign-up campaign
- Assumed sole responsibility for account management upon the agency's acquisition of Tactic, which ultimately merged with TrendyMinds in 2018. Projects overseen included evolving all brand messaging and positioning, developing new processes and championing legacy client retention

TRENDYMINDS | Account Executive

March 2013 – July 2014 | Indianapolis, Indiana

- Led the company's Harrison College account, for which TrendyMinds is the agency of record. Projects overseen included comprehensive on-boarding, strategy, internal communications campaign, brand evolution and print/web stakeholders report
- Led all aspects of the Indianapolis Housing Agency account to include oversight of rebranding, website redesign and development and public relations projects
- Oversaw cross-functional teams to deliver print, video and web projects for the Indiana University Health account
- Led development and implementation of tactical strategy for promoting TrendyMinds externally within the Indianapolis market, through public relations, video, social media, client on-boarding materials and new team member experience

INDIANA DENTAL ASSOCIATION | Director of Communications

August 2010 – March 2013 | Indianapolis, Indiana

- Served as project manager, copywriter and creative director for new \$90,000 website for the organization
- Acted as managing editor and copywriter for quarterly scientific journal and bimonthly newsletter
- Evolved the IDA business system and all internal/external collateral to reflect a consistent, fresh identity
- Developed and implemented new advertising initiatives to garner a 25% increase in annual advertising revenues
- Led 15-dentist Council on Communications by setting market-driven strategies for the reinvention and overall management of the organization's communications activities
- Developed and implemented the organization's first strategic social media plan
- Created and implemented promotional plans for all association events
- Coordinated media relations for public education and member programs
- Created new for-profit print and online continuing education programs, generating \$30,000 in the first three months of distribution

BLESSED EARTH | Director of Communications

December 2008 – August 2010 | Lexington, Kentucky

- Coordinated Blessed Earth film series launch and international simulcast. The event drew 70,000 participants in 48 countries and all 50 U.S. states. The marketing teams I coordinated included HarperCollins, Dot&Cross, Different Drummer, Northland: A Church Distributed, Tyndale Publishing and Zondervan.
- Served as ghostwriter for multiple film scripts and book chapters
- Led coordination of the publicity of two nationally published books
- Secured national, regional and local media coverage for book and film launches
- Developed brand identity and strategies
- Oversaw development of two large-scale websites for the quickly growing organization
- Led efforts to develop internal communications infrastructure and protocols
- Developed strategy, content and design for e-blast newsletter, online and print collateral