

Automotive stories. Real enthusiast audience.

Will makes enthusiast-first car content built around obscure vehicles, honest wrenching, and stories people actually want to follow.

CURRENT REACH

682.9K

INSTAGRAM VIEWS / 30 DAYS

44.9K

INTERACTIONS / 30 DAYS

20.8K

TOTAL COMMUNITY

18M

ESTIMATED IMPRESSIONS

AUDIENCE SNAPSHOT

80%

AGES 18-44

93%

MALE AUDIENCE

52%

UNITED STATES

WHAT WILL MAKES

BRANDED SHORT-FORM

LAUNCH + EVENT COVERAGE

WORKSHOP STORYTELLING

ON-CAMERA INTEGRATIONS

A NEW CHANNEL, NOT A NEW CREATOR

Editor, presenter, and brand-partnership contributor at Captain Crankshaft from Aug 2022 to Jun 2026 - nearly four years creating automotive content at scale.

SELECTED COLLABORATIONS



Instagram via Windsor.ai (Aug 24 - Sep 22, 2026). Audience benchmarks via Pillar (September 19, 2026).

WILL NOT START

AUTOMOTIVE CREATOR / @WILLNOTSTART

LET'S MAKE SOMETHING GOOD

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ILIKECARS.NET/INSIGHTS / @WILLNOTSTART