

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

830.0K

INSTAGRAM VIEWS / 30 DAYS

52.0K

INTERACTIONS / 30 DAYS

20.6K

TOTAL COMMUNITY

18M

ESTIMATED IMPRESSIONS

AUDIENCE SNAPSHOT

81%

AGES 18-44

92%

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 1 - Aug 30, 2026). Audience benchmarks via Pillar (August 29, 2026).

WILL NOT START

AUTOMOTIVE CREATOR / @WILLNOTSTART

LET'S MAKE SOMETHING GOOD

will@ilikecars.net

ILIKECARS.NET/INSIGHTS / @WILLNOTSTART