

WILL PLUS

GUITARIST | ARTIST | SONGWRITER | CONTENT CREATOR

Professional guitarist and recording artist connecting live performance, guitar culture and digital content.



BRAND PARTNERSHIP / ARTIST RELATIONS

South Florida / Miami-Fort Lauderdale | WillPlusMusic@gmail.com | @willplusmusic

CAREER SNAPSHOT

2x EMMY AWARD RECIPIENT

Award-winning music and television career.

RECORDING ARTIST

Album "Will+" (2015), live EP "05-08-1990" (2023), plus multiple singles.

MEDIA EXPERIENCE

Featured in television music campaigns and entertainment programming in the South Florida market.

ACTIVE LIVE GUITARIST

Performs across original, corporate, private-event and tribute projects with consistent on-stage product visibility.

PARTNERSHIP VALUE

A guitar-first audience sees the gear in real use: rehearsals, live shows, studio work, tone demos, short-form performance videos and behind-the-scenes content. Ideal partnerships include strings, picks, cables, straps, pedals, accessories, guitar care and stage gear.

- Authentic product integration in guitar performance content
- Reels / TikTok / Facebook short-form exposure
- Live-stage visibility and brand tagging
- Product demos, launches, giveaways and long-term ambassador work

DIGITAL AUDIENCE

350K+

combined social audience

TikTok 290K+

Facebook 50K+

Instagram 13K+

CONNECT

@willplusmusic IG + TikTok

WillPlusMusic@gmail.com

MUSIC

Will Plus Spotify + Apple Music