

Alicia Gehring

SCOR²E Team



Years of Experience

25+ Years

Education

University of Tennessee

BS in Communications,
Concentration in Advertising

Professional Experience

- Launched and managed a national multimillion-dollar National Guard recruitment campaign during the height of the Iraqi conflict.
- Was featured speaker at several Ad Age events, sharing her experience with several successful complex national campaigns.
- Developed the digital buying team at WHITE64, skilled at direct programmatic buying and media analytics.

During her career, Alicia has gained a wide breadth of experience that has helped build a strong understanding of diverse audiences and their media habits.

Clients include: Amtrak, WMATA, Luray Caverns, Visit Fairfax, Wintergreen Resort, Chevy Chase Bank, LOC Credit Union, National City Bank, PenFed Credit Union. Government: Army and Air National Guards, Peraton, PCMG, CDW-G, TEGNA, Virginia Public Media.

WHITE64, Vice President of Media Strategy (2016 – Present)

Alicia leads the Media Department in building recommendations that effectively and efficiently identify channels to in which to deliver their clients' messages. She continually evaluates the planning and buying tools the team needs to research, plan, and buy across the media landscape and ensures they are able to optimize and report on the success of their campaigns. It is crucial for her and her team to use all these tools, as well as their expertise, to craft the right media mix for each campaign they build.

Kinsella Media, LLC, Media Director (2006 – 2016)

Lead a media department of seasoned talented Planners at a niche advertising agency specializing in legal notice placements. Placed over \$50MM/year in both offline and online media introducing new and evolving media ideas to develop and grow outreach to specific target audiences.

LM&O Advertising, Media Manager (2003 – 2006)

Directly oversaw the National Guard national recruitment campaign while also overseeing all other major accounts. Grew the department with strong strategic planners to better handle the complex cases they managed. Introduced new and dynamic efforts to increase awareness and recruitment opportunities for several of their clients that included everything from local and national ad campaigns to online lead generation, extensive movie theatre campaigns (launching the 2 minute mini-movie cinema spot) that included lobby presence, partnerships with the WWE, Hoop It Up and other grassroots efforts.

White & Partners, Media Supervisor (2000 – 2003)

Overseeing budgets and multi-media campaigns for various Amtrak initiatives such as Amtrak.com and Amtrak Acela while also contributing to other key clients at the agency.

Doe Anderson, Media Planner (1997 – 2000)

Managed several key clients media campaigns such as National City Bank, University of Louisville MBA program and Kentucky Speedway. Key team member responsible for introducing online advertising to several clients' media initiatives.