



Oliver Mills

Writer & Brand Developer

Head of Content, PR & Comms

I'm a pretty laid back, friendly guy with a positive attitude and I take great joy in using my skills to educate others, improve lives, and above all, create! Having worked in a wide array of roles and industries throughout my adult life, I have developed a broad knowledge base and skillset, and I'm always ready to take on new challenges. You will see as you read further that I have a strong writing and educational background, and I have a talent for taking complex information and transforming it into digestible and engaging content. I simply love to create, both written content and audio, and I take great satisfaction from using my skills to enhance the knowledge of others.

Contact

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Jl. Veteran 87, Buduk, Bali

Education

2008

BSC Hons Ophthalmic Dispensing

Anglia Ruskin University

2017

English Teacher

TESOL

Expertise

- Thought Leadership Content
- Copywriting
- Brand Development
- Content Creation
- Educational Writing
- PR / Media Creation
- Strategy Development
- Podcast / Voice Acting
- Proofreading
- Multiple Persona Writing
- Pitch Decks / Whitepapers

Language

English

Experience

June 2022 - Present

Maitri Capital

Head of Content, PR & Comms

Maitri Capital is a strategic investment venture comprising two funds; a Token Fund and an NFT Fund. The Maitri mission is to seed and enable the most promising blockchain entrepreneurs. As Head of Content, PR & Comms I create and execute all investor contact strategies and content, build brand awareness through thought leadership articles both in house and in the wider media, and give final sign-off on all outgoing and public facing content including all website and social platform content and brand messages, and pitch decks. I work closely with the founders and investment managers to ensure up to date market related content and correct reporting of market trends and analysis.

May 2022 - Present

Kikit - Move-to-Earn Evolved

Head of Content, PR & Comms

Kikit is a revolution in move-to-earn, incentivising, capturing and rewarding real-world movement, encouraging users to live active and healthy lifestyles. It seamlessly combines the latest fitness, gaming, social and tech trends to create the ultimate, immersive, move-to-earn gaming experience. As the first game to be produced by Liberty Gaming, my role and responsibilities include creation, management and execution of content strategy, PR campaigns and brand growth, ensuring consistent conveyance of the Kikit message across all platforms and in the media. I will play the role of host and guest in AMA's and interviews, liaise with all partners regarding co-marketing to sign-off on all outgoing content related to Kikit, and work closely with every area of the organisation to ensure all public facing content is of the highest standard. I single-handedly built all content across the website, pitch deck, social platforms and entire brand message.

Nov 2021 - Present

Liberty Gaming

Head of Content, PR & Comms

Liberty Gaming is a GameFi organisation comprising a gaming guild, NFT and token investment portfolio, and is the sister company of SkyLaunch. As Head of Content, PR & Comms I am responsible for the creation, management and execution of content strategy, PR campaigns and brand growth, ensuring consistent conveyance of the Liberty Gaming message across all platforms and in the media. I play the role of host and guest in AMA's and interviews, liaise with all partners regarding co-marketing to sign-off on all outgoing content related to Liberty Gaming, and work closely with every area of the organisation to ensure all public facing content is of the highest standard. Produced from scratch all content for the Liberty Gaming website, whitepaper and multiple pitch decks and partnership and business development decks.

Portfolio

medium.com/@Oliver_M

PR Examples

finance.yahoo.com/news/ydragon-creates-opportunity-seamlessly-invest-105400752.html

<https://techbullion.com/animoca-brands-leading-blockchain-games-company-becomes-lead-liberty-gaming-investor/>

Selected Blog Content

<https://medium.com/skylaunch/skylaunch-solutions-ido-allocation-control-given-back-to-the-investor-22e033631a03>

<https://medium.com/ydragon-io/marshland-ydragons-key-support-9d65d622a5c2>

<https://medium.com/skylaunch/why-the-launchpad-is-a-good-bear-market-investment-14ba20fcdcd8>

<https://medium.com/liberty-gaming/liberty-gaming-pioneering-the-new-wave-of-gamefi-2-0-90b6dff349c1>

<https://medium.com/kikit-io/welcome-to-kikit-an-evolution-in-move-to-earn-97e6f5c77335>

<https://medium.com/kikit-io/blockchain-tech-gaming-and-fitness-a-powerful-trend-is-forming-48cbcd33d450>

Experience Continued

Sept 2021 - Present

SkyLaunch

Content Manager

SkyLaunch is a multi-chain IDO launchpad and 'total lifetime partner', offering pre-IDO accelerator and incubation services, as well as a post-IDO alliance network to ensure project growth. My role here is content lead, creating, editing and proofreading all outgoing materials to ensure perfect brand representation. I create and implement all content plans and PR strategies, conduct AMA's and interviews as both host and guest, and liaise with all SkyLaunch partners from every area of the project, maintaining fruitful relationships and consistency of the SkyLaunch brand message throughout our network and the media.

July 2021 - Present

YDragon

CBO

YDragon is a crypto asset index protocol, designed to simplify diversified investment and automate yield generation through one single transaction. My role here covers all outgoing content, including but not limited to, short and long-form articles, Medium publications, social postings, web content and social platform educational series'. Having initially joined the company as a junior copywriter, I rose to the position of CBO in just a few months due to my brand development skills, keen eye for detail and ability to simplify complex content for the wider world.

Nov 2018 - Aug 2019

Nonconformity University

Content Creator

My responsibilities here centred around research and content creation. The project aims to inform, educate and assist those looking to transition into remote working. I created content around business blueprints and ideas, remote working locations, educational courses and life hacks, and all proof reading and content editing to ensure perfect representation throughout. I'm quite handy with PhotoShop from other work projects, so I also took care of the imagery throughout the site, ensuring sizing and dimensional continuity to really maximise the visual appeal.

Aug 2017 - Apr 2021

Crypto1Method

Content Creator and Brand Developer

SkyLaunch is a multi-chain IDO launchpad and 'total lifetime partner', offering nth pre-IDO accelerator and incubation services, as well as a post-IDO alliance network to ensure continued project growth. My role here is content lead, creating, editing and proofreading all outgoing materials to ensure perfect brand representation. I create and implement all content plans and PR strategies, conduct AMA's and interviews as both host and guest, and liaise with all SkyLaunch partners from every area of the project, maintaining fruitful relationships and consistency of the SkyLaunch brand message throughout our network and the media.

References

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Jamie Wheeler

CMO - YDragon

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