



CAITLIN MILLS

Partnerships Manager

Contact



07561429770



caitlinmills99@outlook.com

Portfolio Links



www.caitlinmills.co.uk



[@caitlinmarketing](https://www.instagram.com/caitlinmarketing)

EDUCATION

L4 Associate Project Manager

Apprenticeship

Distinction + Full Marks

2025

APM Project Management Qualification

SCQF Level 7 – 6 Credit Points

2024

Strategic Brand Identity and Brand Experience

UAL

2021

BA (Hons) Interior Architecture 2:1

Oxford Brookes University

2017 – 2020

EXPERTISE

- Project Management
- Account Management
- Brand Strategy
- Creative Ideation
- Stakeholder relationships
- All Media Channels

PROFILE

Engaged, driven and organised Partnerships Manager with a successful history of establishing strategic and creative beauty partnerships between brands and publishers. Proficient in developing relationships with key stakeholders to unlock opportunities that support business objectives and create inspiring work for clients. Fascinated by brand presence within beauty spaces. Passionate about keeping up to date with ever evolving brand trends and development.

Portfolio of clients

Beauty: e.l.f. Cosmetics, Batiste, Femfresh, Colgate, Schwarzkopf LIVE and Got2b, Hello Klean

Travel: Transport for London, Trainline and MSC Cruises

Lifestyle: American Express, Vodafone, Peroni, Dylon and Merin Entertainment

WORK EXPERIENCE

In Your Dreams

May 2025 – Present

Partnerships and Sponsorships Manager

Managing strategic beauty partnerships with a diverse portfolio of clients across the beauty, wellness and entertainment industries. This includes conceptualising and executing high-impact experiential activations that resonate with consumers and elevate brand presence. Responsibilities also include identifying, securing and onboarding talent and influencers to bring events to life, ensuring seamless execution and authentic brand representation.

Partnerships include industry leading brands such as Sol de Janeiro, Dyson Beauty, Hello Klean, American Express and Vodafone.

Wavemaker UK

June 2022 – May 2025

Partnerships Manager

Leading partnerships on e.l.f. Cosmetics, Batiste and Schwarzkopf LIVE brands. These partnerships cover all media channels – TV, Digital, Radio, Print and Influencers. With a focus on growing client and stakeholder relationships, leveraging strategic and creative leadership. Building successful campaigns through brand partnerships, managing campaigns from briefing to final delivery. Maintaining critical awareness across each proposal, assessing each response against the objectives and criteria of each brief. Understanding the commercial awareness and securing incremental revenue to align with team targets through negotiating deals with media partners.



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HOBBIES

Fashion & Beauty

There is an ever evolving change in the world of fashion and beauty. I look to create continuous opportunities to keep up to date with the latest trends within the category

Photography

From fashion, to architecture, to culture - everything can be captured through the eye of a camera lens and last forever

e.l.f Cosmetics: Working closely with the client leadership team to delve deeper into the business, understanding the business objectives and goals. Creating strategic responses to advise the clients on media channels and partners. We have recently featured in Married At First Sight through the medium of Digital Product Placement – a media first for the brand.

Batiste: Building on client management and relationships to help the brand step into the world of partnerships. Strategically navigating ways in which the brand will show up across the year, with a focus on the summer period. Launching new product developments as your festival go to in partnership with Freeda. This has since been a successful year on year partnership.

Schwarzkopf LIVE : Working with the brand to step out of the beauty norm. Building on the success of previous partnerships, helping LIVE show up in new spaces. Building on brand salience and advocacy through donating to and partnering with a charity to inform and educate our audience and also resonating with our younger audience through partnering with up and coming music artists.

Kendra Energy Solutions

January 2021 – June 2022

Creative Brand and Marketing Executive

Leading marketing and branding across the company, utilising both strategic and creative skills. Transforming strategy into marketing campaigns to maintain brand development and new business.

Untold Story – Freelance

September 2020 – August 2021

Creative Assistant

Condé Nast Traveller Top Travel Specialist 2021/2022. Supporting the digital marketing side of the business, crafting copy for travel packages to sell into clients

ADDITIONAL QUALIFICATIONS

IPA Foundation

2023

APM Project Management Qualification
(SCQF Level 7 – 6 Credit Points)

2024

L4 Associate Project Manager Apprenticeship

2025