

CAITLIN MILLS

Partnerships Marketing Manager

Contact

caitlinmills99@outlook.com

Portfolio Links

www.caitlinmills.co.uk

@caitlinmarketing

QUALIFICATIONS

L4 Associate Project Manager Apprenticeship
Distinction + Full Marks
2025

APM Project Management Qualification
SCQF Level 7 - 6 Credit Points
2024

Institute of Practitioners in Advertising
Certification
2023

Strategic Brand Identity and Brand Experience
UAL
2021

BA (Hons) Interior Architecture 2:1
Oxford Brookes University
2017 - 2020

MEDIA CHANNELS

- Brand / Media Partnerships
- Print
- Digital
- Influencers
- TV
- Radio
- Events
- Out of Home
- Affiliates

PROFILE

Creative, strategic and commercially driven Partnerships Marketing Manager with a proven track record of delivering full-funnel, integrated marketing and media campaigns that drive brand awareness, engagement and commercial growth across both agency and in-house teams. Experienced in leading omnichannel marketing and brand partnerships across print, digital, influencers, TV sponsorships, radio, out of home, affiliates and events, with a strong ability to translate consumer and market insights into impactful campaigns that build brand advocacy and deliver measurable results.

EXPERIENCE

Condé Nast
September 2025 - Present

Partnerships Marketing Manager

Responsible for leading integrated brand partnerships and marketing campaigns across magazine subscriptions, e-commerce products, and full-funnel marketing for all Condé Nast titles (British Vogue, House & Garden, GQ, Tatler, Vanity Fair, World of Interiors, and Condé Nast Traveller). Developing and executing strategic omnichannel marketing campaigns spanning paid social, influencer marketing, CRM, print, partnerships, and cross-channel activations to drive brand awareness and commercial performance.

Untapped Podcast: Managed the partnership between **GQ and Untapped** to deliver a premium **podcast campaign**, overseeing the collaboration from concept through to execution. Led the development of **host reads by Spencer Matthews** and integrated **social content** designed to align Untapped with GQ's influential audience, leveraging the brand's editorial authority and cultural relevance to drive awareness, engagement and meaningful audience connection.

Women's Super League: Managed the Glamour and the Women's Super League (WSL) partnership, developing a **premium editorial** and commercial collaboration designed to hero women in football and connect the league with Glamour's highly engaged audience. Hosted a panel **event** with players from WSL and Glamour's editorial team, inviting influencers and friends from within the industry. Negotiating sponsorship of drinks partners MOTH and XOXO Soda.

Vogue Festive Calendar: **Strategised** and **project managed** the cross-channel launch of the 2026 calendar, leading the **go to market campaign strategy** and delivery across print, CRM, paid social, influencers, brand partnerships, affiliates and OOH. Led the **creative direction** and production of the hero campaign shoot, collaborating closely with British Vogue Creative Directors develop a premium visual identity and compelling campaign assets. Coordinated multiple internal and external **stakeholders** to ensure a cohesive brand experience across every touchpoint, **managing timelines, creative approvals and delivery** to successfully bring the campaign to market.

EXPERTISE

- Project Management
- Account Management
- Stakeholder Management
- Creative Ideation
- Brand Strategy

HOBBIES

Fashion & Beauty

The fashion and beauty industry is constantly evolving, and I actively seek opportunities to keep up to date with the latest trends, innovations and developments across the category.

Photography

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

In Your Dreams Agency

May 2025 - September 2025

Partnerships and Sponsorships Manager

Managing strategic partnerships across the beauty, wellness and entertainment sectors, delivering integrated talent campaigns and experiential activations that drive brand awareness and audience engagement. Leading end-to-end campaign delivery, from concept development to on-site execution, while collaborating with clients and creative teams to ensure seamless delivery. Responsible for identifying, securing and managing talent and influencer partnerships, creating authentic brand collaborations that maximise campaign reach and elevate consumer experiences.

Wavemaker UK

June 2022 - May 2025

Partnerships Manager

Leading media partnerships across multiple brand categories. These partnerships cover all media channels across 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.

e.l.f Cosmetics: Managed the **digital product placement** campaign for e.l.f. Cosmetics in partnership with **Channel 4**, leading the integration of the brand across **Married at First Sight.** Developed a seamless, editorially relevant presence that positioned e.l.f. authentically within key beauty and lifestyle moments, driving brand visibility and audience engagement while aligning with the programme's content and audience.

Madame Tussauds: Managed the strategic partnership between Madame Tussauds and **Capital Radio (Global)** for the high-profile launch of the Harry Styles waxwork. Led a multi-platform campaign spanning **social and broadcast**, including bespoke social content with Roman Kemp and an **on-air Capital Radio competition** offering listeners the opportunity to win tickets to the exclusive launch event. Delivered an integrated entertainment partnership that maximised reach, audience engagement and excitement around the unveiling.

Transport for London: Managed the strategic partnership between Transport for London, **Outernet** and **The London Standard** for the Fabric of London campaign, overseeing a high-impact, multi-platform activation celebrating London's culture, creativity and communities. Coordinated activity across premium **digital out-of-home, editorial and branded content channels**, creating a cohesive campaign that brought the initiative to life across the capital and maximised audience reach and engagement.

Kendra Energy Solutions

January 2021 - June 2022

Brand 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