

CAITLIN MILLS

CONTENT PARTNERSHIPS
MANAGER

DETAILS

ADDRESS

Wandsworth, London

EMAIL

caitlinmills99@outlook.com

PHONE

07561429770

DATE OF BIRTH

29/06/99

LINKS

WEBSITE

www.caitlinmills.co.uk

INSTAGRAM

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

SKILLS

- Advertising
- Marketing
- TV Sponsorships
- TV Partnerships
- Digital Channels
- Publishing / Print
- Audio / Radio
- Influencers / Talent

HOBBIES

FASHION | There is a forever evolving change in the world of fashion. I enjoy keeping up with the latest trends within brands

PHOTOGRAPHY | From the day I learnt to use a camera I started taking photos of absolutely anything that caught my eye

PROFILE

Engaged and driven Content Partnerships Manager with a successful history of establishing strategic and creative alliances. Proficient in fostering relationships with key stakeholders to support business objectives. Demonstrates an in depth understanding of branded content across all media channels. Skilled in negotiating and implementing mutually beneficial partnerships. Always identifying proactive opportunities and optimising current partnerships to boost brand visibility and revenue growth.

Clients I work across are:

e.l.f., Avon, Henkel Beauty Brands - LIVE, Schwarzkopf, Got2b, Henkel Home Brands - Colour Catcher, Dylon and Jeyes, Church and Dwight - Batiste, Flawless and Sterimar, Transport for London, Peroni, MSC Cruises and Merlin

EMPLOYMENT HISTORY

CONTENT PARTNERSHIPS MANAGER, WAVEMAKER UK

LONDON

JUNE 2022 - PRESENT

- Building successful campaigns through brand partnerships
- Working across TV, Digital, Radio, Print and Influencers
- Growing client relationships across various industries
- Leveraging strategic and creative leadership

CREATIVE BRAND AND MARKETING EXECUTIVE, KENDRA

LONDON

JAN 2021- JUNE 2022

- Leading marketing and branding within the company, utilising both my strategic mind and design skills
- I transformed a strategy into a campaign which lead to brand development

DESIGN ASSISTANT, CONDÉ NAST COLLEGE - FREELANCE

LONDON

OCT 2021 - DEC 2021

- Support for Condé Nast Masters students:
 - MA Journalism Student with Graphic Design
 - MA Creative Direction Student on set as a Production and Styling Assistant
- This gave me the opportunity to work directly with clients, taking on their feedback

CREATIVE ASSISTANT, UNTOLD STORY - FREELANCE

ASCOT

JAN 2020 - OCT 2021

- Condé Nast Traveller Top Travel Specialist 2021/2022
- Supporting the digital marketing side of the business
- Crafting copy to sell to clients

CAMPAIGN MENTEE, CULT LONDON - MENTORSHIP

LONDON

FEB 2021- AUG 2021

- Mentored by Cult's Junior Art Director within the agency
- Created my own advertising campaign
- Broadened my knowledge of the process of building a campaign

JUNIOR CREATIVE, TRULY - MATERNITY COVER

MARLOW

JUNE 2020 - JAN 2021

- Acted as a Graphic Designer and Fashion Designer
- Execute comms launches within the start up
- Worked with the in house digital team
- Supported the Social Media team, working to develop influencer campaigns and create a further audience reach
- Analysed campaign performance

EDUCATION

**STRATEGIC BRANDING IDENTITY AND BRAND EXPERIENCE,
UAL SHORT COURSE**

LONDON

MARCH 2021

**BA (HONS) INTERIOR ARCHITECTURE, 2:1
OXFORD BROOKES UNIVERSITY**

OXFORD

SEPT 2017- MAY 2020

SENIOR SCHOOL, LVS ASCOT

ASCOT

SEPT 2010- JUNE 2017

A LEVELS 2017

- Art & Design, English Literature, Photography

GCSEs 2014-2015

- Art & Design, English Language, English Literature, Dance, French, Geography, Maths, Philosophy & Ethics, Photography, Core Science, Additional Science

QUALIFICATIONS

PROJECT MANAGEMENT CERTIFICATION

2023 - 2024

IPA FOUNDATION CERTIFICATION

JULY 2023

COURSES

DIGITAL MARKETING, ACCENTURE

OCT 2020

GRAPHIC DESIGN, LINKEDIN

OCT 2020