



CAITLIN MILLS

Partnerships Marketing 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
- Stakeholder Management
- Creative Ideation
- Brand Strategy
- Marketing Partnerships
- All Media Channels

PROFILE

Engaged, driven and highly organised Partnerships Marketing Manager with a proven track record of developing and delivering full-funnel integrated brand campaigns that drive awareness, consideration, engagement and commercial growth. Experienced in leading strategic marketing initiatives across omnichannel partnerships, paid media, influencers, print, e-commerce and owned channels to build brand equity and maximise campaign impact. Commercially minded and results-driven, with a keen interest in emerging trends and innovation. Skilled at translating consumer and market insights into compelling omnichannel campaigns that strengthen brand presence and deliver measurable business results, resulting in long-term growth.

WORK EXPERIENCE

Condé Nast

September 2025 – Present

Partnerships Marketing Manager

Responsible for leading integrated marketing campaigns and initiatives across magazine subscriptions, e-commerce products, commerce content, and beauty and wellness initiatives across all Condé Nast titles. Developed and executed strategic omnichannel marketing campaigns spanning paid social, influencer marketing, print, partnerships, and cross-channel activations to drive brand awareness and commercial performance. Managed insight-led campaigns aligned with business objectives, strengthening brand presence and delivering measurable marketing results. Key campaigns included leading the launch of the 2025 and 2026 Vogue Festive Calendar, working collaboratively with the British Vogue beauty and fashion editorial teams to develop an exclusive, premium product and delivering a fully integrated, multi-channel marketing campaign across e-commerce site, paid social, print, email and owned media. Also led marketing campaigns for the Glamour Beauty Box and GQ Box, driving year-round commercially successful beauty and lifestyle campaigns that increased audience engagement and supported subscription and e-commerce growth.

In Your Dreams

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.



CAITLIN MILLS

Partnerships Marketing Manager

Contact



07561429770



caitlinmills99@outlook.com

Portfolio Links



www.caitlinmills.co.uk



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

HOBBIES

Fashion & Beauty

The fashion and beauty industry is constantly evolving, and I actively seek opportunities to stay informed about 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.

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 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.

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