



## Contact

### Phone / Whatsapp

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### Address

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

# Oliver Mills

## Web3 Comms & Branding Expert 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 sectors within the crypto space I have developed a broad knowledge base and skillset, and I'm always ready to take on new challenges.

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.

## Experience

**Note: Three of the roles below - Maitri Capital, Liberty Gaming and SkyLaunch - all fall under the same group of projects; The Liberty Group. I began working for the group on the SkyLaunch project in September 2021, and expanded into others moving forward, working on multiple projects simultaneously.**

**I became exclusive to the group in March 2022, which is why you will notice my previous role at YDragon overlaps by some months.**

### Oct 2024 - Present

Cineflicks

#### CMO

Cineflicks is the world's first incentivised streaming platform, combining entertainment with crypto rewards. With a vast library of content across multiple genres, Cineflicks offers a unique experience where viewers earn CNF tokens for every hour they watch.

As CMO, I lead the creation and execution of campaigns, editing, and proofreading of all outgoing and public-facing content, successfully maintaining flawless brand representation and growing project awareness and visibility. Additionally, I undertake, plan and execute ecosystem collaborations to expand Cineflicks' network.

### Dec 2023 - Nov 2024

BlastOff

#### Head of BD & Comms

BlastOff is a revolutionary idle-yield-based launchpad and yield aggregator built on Blast, offering an industry-first zero-risk IDO through yield generated from locked capital thanks to the native-yield and auto-rebasing capabilities of the Blast network.

As Head of BD & Comms, I lead the creation, editing, and proofreading of all outgoing materials, successfully maintaining flawless brand representation and growing project awareness and visibility. Additionally, I undertake, plan and execute business development outreach strategies on all fronts including fundraising, ecosystem collaborations and early stage projects heading towards their token launch.

### June 2022 - Sept 2023

Maitri Capital

#### Head of Content, PR & Comms

At Maitri Capital, I successfully designed and implemented investor engagement strategies which have significantly increased investor relations. I have amplified brand recognition through my thought leadership articles, securing placement in key industry publications.

My oversight and approval of all external content, including website, social media, and pitch decks, ensured consistency, accuracy, and compelling messaging. Collaborating with founders and investment managers, I created a hugely positive impact on our market trend analysis and reporting.

# Portfolio

[medium.com/@Oliver\\_M](https://medium.com/@Oliver_M)

<https://www.oliver-mills.com/>

## PR Examples

[finance.yahoo.com/news/ydragon-creates-opportunity-seamlessly-invest-105400752.html](https://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/maitri-capital/venture-capital-and-investors-bring-more-than-just-money-6ea1ce0fb96c>

<https://medium.com/maitri-capital/emerging-technologies-are-combining-with-force-in-institutional-investing-3695e28c1c91>

# Experience Continued

Nov 2021 - Aug 2023

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.

At Liberty Gaming, I effectively created and executed strategies and campaigns that solidified our brand identity across all platforms. My appearances in AMAs and interviews, as well as my oversight of co-marketing partnerships, ensured message consistency. I was solely responsible for producing comprehensive and compelling content for our website, whitepaper, pitch decks, and business development presentations.

Sept 2021 - Aug 2023

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.

As Content Manager at SkyLaunch, I lead the creation, editing, and proofreading of all outgoing materials, successfully maintaining flawless brand representation. My strategic content plans and PR strategies significantly boosted the visibility of the SkyLaunch brand. As a key liaison with partners, I've ensured brand message consistency across our network and in the media.

July 2021 - Mar 2022

YDragon

## CBO

YDragon is a crypto asset index protocol, designed to simplify diversified investment and automate yield generation through one single transaction.

I oversaw all outgoing content, which includes articles, social postings, and educational series, while also simplifying complex concepts for the general audience. My quick rise to CBO from a junior copywriter position within a few months exemplifies my exceptional brand development skills, attention to detail, and ability to handle intricate content.

Nov 2018 - Aug 2019

Nonconformity University

## Content Creator

While at Nonconformity University, I excelled in research and content creation to support individuals transitioning into remote work. I spearheaded the creation of engaging and informative content related to business strategies, remote work locations, educational courses, and life hacks, which significantly enhanced site engagement.

Aug 2017 - Apr 2021

Crypto1Method

## Content Creator and Brand Developer

In my role at Crypto1Method, I led the creation, editing, and proofreading of content, ensuring a perfect brand representation. I developed and implemented content plans and PR strategies, which substantially increased brand visibility. As a host and guest on AMAs and interviews, I fostered customer engagement and maintained consistent brand messaging across our network and the media.

# References

**Thomas Caddick**

CEO - SkyLaunch & Liberty Gaming

Telegram: @TC\_Crypto

Email: tc@synergia.capital

**Jamie Wheeler**

CMO - YDragon

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