

# Oliver Mills | Web3 Content Strategist & Brand Storyteller

**Narrative Builder | Long-Form Writer | Comms & Brand Lead | Content Marketer**

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## Profile Summary

Web3 content strategist with 7+ years of experience building narratives, brand voice, and communication strategies across DeFi, GameFi, decentralised infrastructure, and launchpad ecosystems. I bring a versatile writing style adaptable to long-form explainers, short-form threads, technical documentation, PR, and UX copy.

Skilled at turning complex ideas into accessible content, I've led cross-functional campaigns, hosted community X Spaces, managed SEO and editorial calendars, and built content frameworks for emerging protocols. I thrive in agile environments where brand, product, and community intersect, utilising AI tools and structured systems to ensure clarity, performance, and scalability.

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## Strengths & Specialisations

### Writing & Editorial

- DeFi Guides and Technical Explainers
- SEO Blog Posts and Educational Content
- Brand Copy and Launch Messaging
- PR, Threads, UX and Platform Copy

### Brand & Content Strategy

- Voice and Tone Development
- Narrative Strategy for Token and Product Launches
- Content Ecosystem Planning
- Community-Facing Campaigns

### Community & Engagement

- Twitter and X Spaces Hosting
- Content for Onboarding and Education
- Social Media Strategy and Partner Comms
- Cross-Chain and Protocol-Level Messaging

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## Professional Experience

### Head of Communications – ThermAI (DePIN Node Provider)

2025 – Present | Remote

- Built brand voice and messaging for a decentralised infrastructure protocol supporting AI compute networks
- Produced long-form content and technical explainers across blog and social media
- Hosted X Spaces and educational sessions to support growth and ecosystem engagement
- Collaborated with product and engineering to translate technical milestones into accessible narratives
- Integrated SEO and AI tools to scale content output and improve discoverability

### Head of Communications – Cineflix (Web3 Streaming Platform)

2024 – 2025 | Remote

- Developed full-stack messaging strategy for CNF token and platform launch
- Wrote explainer articles, UX copy, newsletters, and long-form content
- Managed content calendar and led cross-team alignment on comms strategy

### Head of Business Development & Communications – BlastOff (Zero-Risk IDO Launchpad)

2023 – 2024 | Remote

- Created launch messaging, campaign threads, and PR for IDO cycles
- Hosted X Spaces and collaborative AMAs with protocols like SynFutures and SpaceID
- Built partner narratives and user onboarding content across channels

### Head of Content & PR – Maitri Capital (DeFi Investment Firm)

2022 – 2023 | Remote

- Delivered long-form thought leadership and product explainers
- Supported BD team with pitch decks, investment narratives, and blog strategy
- Managed tone, formatting, and SEO alignment across communication channels

### Content Lead – Liberty Gaming (GameFi Ecosystem)

2021 – 2023 | Remote

- Led brand narrative and messaging across content formats
- Produced blogs, social threads, pitch decks, and UX copy
- Managed editorial calendar and launched GameFi 2.0 educational content

### Content Manager – SkyLaunch (Cross-Chain IDO Launchpad)

2021 – 2023 | Remote

- Created token sale content, platform explainers, and blog strategy
- Produced SEO-optimised long-form writing and structured launch comms
- Collaborated on content partnerships and technical onboarding materials

## **Co-founder & Head of Communications – Crypto1Method (Web3 Education Platform)**

2017 – 2021 | Remote

- Built a crypto learning platform reaching 2,000+ paying users
  - Wrote beginner to advanced DeFi, trading, and token tutorials
  - Led content funnel, onboarding series, and hosted live Q&A sessions
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## **Tools & Platforms**

- Notion, Trello, Asana (Content Ops)
- Surfer SEO, Google Analytics, Search Console
- ChatGPT, Claude, Perplexity (LLM + Workflow Tools)
- Medium, Ghost, Webflow (Publishing)
- Twitter, Telegram, Discord (Community Channels)

Example Writing:

<https://medium.com/thermai/digital-waste-heat-the-untapped-climate-tech-frontier-4df5eb2daf86>

[https://medium.com/thermai/from-decentralised-finance-to-decentralised-infrastructure-caaaf9475af9?source=collection\\_home\\_page---97c1c513c929----7-----](https://medium.com/thermai/from-decentralised-finance-to-decentralised-infrastructure-caaaf9475af9?source=collection_home_page---97c1c513c929----7-----)

[https://medium.com/cineflix/cineflix-the-blockchain-based-streaming-revolution-has-arrived-8240b4b87c2f?source=user\\_profile\\_page-----25-----3c30dba9695b-----](https://medium.com/cineflix/cineflix-the-blockchain-based-streaming-revolution-has-arrived-8240b4b87c2f?source=user_profile_page-----25-----3c30dba9695b-----)

[https://medium.com/metazero-gg/metazero-redefining-gaming-assets-a305897607b0?source=user\\_profile\\_page-----29-----3c30dba9695b-----](https://medium.com/metazero-gg/metazero-redefining-gaming-assets-a305897607b0?source=user_profile_page-----29-----3c30dba9695b-----)

<https://markets.businessinsider.com/news/stocks/thermai-announces-investment-from-flux-and-zelcore-co-founder-daniel-keller-1034785517>

[https://medium.com/maitri-capital/maitri-method-strategies-for-success-63ba593f58d4?source=user\\_profile\\_page-----63-----3c30dba9695b-----](https://medium.com/maitri-capital/maitri-method-strategies-for-success-63ba593f58d4?source=user_profile_page-----63-----3c30dba9695b-----)

<https://medium.com/liberty-gaming/liberty-gaming-got-a-new-look-5b071a6cfb3c>