



Contact

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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
- DeFi, GameFi, Investing, Trading
- Proofreading
- Multiple Persona Writing
- Pitch Decks / Whitepapers

Language

English

Oliver Mills

Web3 Comms & Branding Expert Head of Content, PR & Comms

Experienced content strategist and DeFi marketing expert with a proven track record of creating and managing high-quality content for Web3, blockchain, and cryptocurrency projects. Passionate about producing compelling narratives and optimising content for SEO and audience engagement.

Skilled in leading content teams, developing content calendars, and producing educational and marketing materials tailored to various buyer personas. Enthusiastic crypto trader, well-versed in the latest trends and developments within the DeFi and blockchain sectors.

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

Chief Marketing Officer

- Led the marketing strategy for the world's first incentivised streaming platform, increasing CNF token adoption and driving user engagement.
- Managed content production, overseeing PR campaigns and content creation across digital and social platforms.
- Developed content calendars and strategies to support platform growth and community engagement within the crypto and entertainment sectors.

Dec 2023 - Nov 2024

BlastOff

Head of Business Development & Communications

- Directed business development and communications strategies for a zero-risk IDO platform, leveraging DeFi protocols for liquidity generation.
- Produced educational and PR content that attracted new investors, improving platform visibility.
- Worked closely with external agencies and content teams to develop high-quality briefs, ensuring brand consistency and clear messaging.

June 2022 - Sept 2023

Maitri Capital

Head of Content, PR & Communications

- Created SEO-driven content strategies that enhanced brand recognition within the DeFi and crypto investment sectors.
- Developed high-quality content briefs, collaborating with internal and external teams to ensure seamless content production.
- Managed content across digital channels, creating and overseeing proofreading and quality control for large volumes of content pieces daily.

Portfolio

medium.com/@Oliver_M
<https://www.oliver-mills.com/>

PR Examples

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

- Developed and executed content strategies that improved brand identity and engagement within the DeFi gaming space.
- Managed content production for educational materials, including whitepapers, pitch decks, and project documentation.
- Coordinated PR campaigns and influencer collaborations to boost brand visibility and user engagement.

Sept 2021 - Aug 2023

SkyLaunch

Content Manager

- Managed content production for a multi-chain IDO launchpad, producing whitepapers, pitch decks, and educational materials.
- Led a content team, ensuring high-quality content aligned with SEO strategies to increase brand awareness.
- Oversaw PR efforts that contributed to strategic partnerships and funding rounds for blockchain-based projects.

July 2021 - Mar 2022

YDragon

Chief Brand Officer

- Led content creation for a crypto asset index protocol, simplifying complex DeFi concepts for mainstream audiences.
- Created content that supported successful fundraising efforts, contributing to platform growth.
- Ensured content quality and consistency across all channels, from social media posts to investor communications.

Nov 2018 - Aug 2019

Nonconformity University

Content Creator

- Produced highly engaging educational content on business strategies, remote work, and digital entrepreneurship.
- Increased website engagement through strategic content planning and execution.

Aug 2017 - Apr 2021

Crypto1Method

Content Creator and Brand Developer

- Produced educational content focused on blockchain, DeFi, and tokenomics in multiple formats.
- Worked closely with marketing teams to create content that resonated with both crypto enthusiasts and mainstream audiences.
- Led AMAs, interviews, and content production to build community engagement and brand awareness.

References

Thomas Caddick

CEO - SkyLaunch & Liberty Gaming

Telegram: @TC_Crypto

Email: tc@synergia.capital

Jamie Wheeler

CMO - YDragon

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Email: jaywheel107@gmail.com