



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
- Podcast / Voice Acting
- Proofreading
- Multiple Persona Writing
- Pitch Decks / Whitepapers

Language

English

Oliver Mills

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

I

Dynamic and results-driven Web3 strategist with a strong background in content creation, PR, branding, and business development. Proven track record in driving brand awareness, investor relations, and community engagement in blockchain, fintech, and entertainment industries.

Specialising in high-impact storytelling, multi-platform content strategies, and ecosystem growth through strategic collaborations and innovative marketing.

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

- Spearheaded the marketing strategy for the world's first incentivized streaming platform, leading to increased user adoption and engagement.
- Designed and executed high-impact campaigns that resulted in a significant increase in brand visibility and CNF token adoption.
- Built and managed strategic partnerships, expanding the Cineflicks ecosystem through co-marketing initiatives and influencer collaborations.

Dec 2023 - Nov 2024

BlastOff

Head of Business Development & Communications

- Led business development and fundraising strategies, successfully securing key partnerships in the Blast ecosystem.
- Developed and managed all outbound communications, ensuring a cohesive and compelling brand narrative.
- Executed marketing and PR strategies that drove high engagement for BlastOff's innovative zero-risk IDO platform.

June 2022 - Sept 2023

Maitri Capital

Head of Content, PR & Communications

- Created thought leadership articles that positioned the company as a trusted name in fintech and blockchain investment.
- Developed investor relations content, contributing to a 30% increase in investor engagement and retention.
- Oversaw content strategy across web, social, and PR materials, ensuring clarity, coherence, and market relevance.

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 and PR strategies that boosted brand awareness by 40%.
- Secured media placements in top-tier blockchain publications, establishing Liberty Gaming's industry authority.
- Led content production for whitepapers, pitch decks, and investor presentations, directly influencing partnerships and funding rounds.

Sept 2021 - Aug 2023

SkyLaunch

Content Manager

- Implemented PR and content strategies that increased brand engagement and awareness by 50%.
- Managed editorial content, ensuring brand consistency across all digital and social platforms.
- Served as a key media liaison, facilitating strategic partnerships and co-branded content initiatives.

July 2021 - Mar 2022

YDragon

Chief Brand Officer

- Advanced from Junior Copywriter to CBO within months, leading brand development initiatives that drove 3x user growth.
- Simplified complex crypto investment concepts through educational content and marketing campaigns for mainstream audiences.
- Created whitepapers and investor materials that successfully positioned YDragon for strategic funding rounds.

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

- Developed and implemented PR strategies that elevated brand recognition within the crypto and DeFi sectors.
- Led content creation and editing, ensuring flawless brand representation and storytelling.
- Participated in AMAs and industry panels, reinforcing the brand's authority in blockchain discourse.

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