



# 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 2023 - Present

#### BullPerks & Games Pad Head of Content

BullPerks & Games Pad are both multi-chain IDO launchpads, with BullPerks focussing on the wider crypto and web3 space and Games Pad positioning themselves in the web3 and NFT gaming sector. Offering pre-IDO services in addition to post-launch growth support, both platforms provide tools to position themselves as 'more than just a launchpad'.

As Head of Content, I lead the creation, editing, and proofreading of all outgoing materials, successfully maintaining flawless brand representation. My strategic content plans are significantly boosting the visibility and strength of both brands, ensuring brand message consistency across our network and in the media.

### ○ June 2022 - Aug 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.

### ○ 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.

In my role at Liberty Gaming, I have effectively created and executed content strategies and PR campaigns that have 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 have been solely responsible for producing comprehensive and compelling content for our website, whitepaper, pitch decks, and business development presentations.

## Contact

### Phone / Whatsapp

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## 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

# 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

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

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Email: tc@synergia.capital

**Jamie Wheeler**

CMO - YDragon

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