

SALLY

Creative Copywriter

I'm a Junior creative copywriter (bit of a hybrid), with an eclectic fusion of additional experience across marketing, PR, design and social media.



Looking to join a supportive team where I can thrive and grow

★ PRET ★

Encourage more people to try the Pret Coffee Subscription

Overall gentle reinforcement that a Barista made drink is the perfect accompaniment for breakfast, lunch, dinner and breaks inbetween.

★ PRET ★



KEEPING YOU GOING
FROM DAWN 'TIL DUSK

5 Barista-made drinks per day
£25 a month



the fun starts here

Can't read this email? View online

★ PRET ★

Explore Menu | Gift Cards | Order Online | Find A Pret

Pret, Gets You Through The Morning

ELEVENISES
TIME TO GIVE YOUR EYES A BREAK



The Pret Coffee Subscription pairs perfectly with our brunch, lunch, peckish menu.

Deciding which of our Barista-made drinks to choose will be the problem

Find A Pret

Clear Channel



LUNCH!
PRET ON THE GO

Sign up to Prets coffee subscription
5 Barista-made drinks per day, £25 a month



★ PRET ★

royals as he salutes
paramedics officers and
Katie Casselle in white at
military garage



I gave a night cough
The Morning in COVID
chase AGAIN as
Victoria Peto tests
positive after fleeing
and two days after Holly
Wheeler's return



*Katie Price's Barack
Carl Woods breaks the
silence after court
appearance on the huge
fine for help on his
OnlyFans and posts
cryptic 'toasty' snap



It was a leap of faith
Pamela Anderson on
making her Broadway
debut at Route 91 in
Chicago as she admits
she is 'heavily invested in'



AFTERNOON!
YOUR AFTERNOON PICK UP



Sign up to Prets coffee subscription
5 Barista-made drinks per day, £25 a month



★ PRET ★

Clear Channel



NIGHT CAP
TIME TO UNWIND

Sign up to Prets coffee subscription
5 Barista-made drinks per day, £25 a month



★ PRET ★



Convince People To Consider Wonky Veg

Tesco are on a mission to help halve global food waste by 2030

This campaign compares wonky fruit and veg to human behaviour. How do you sit down without bending your knees? Looks a bit wonky to me!
Fun and humour encourages people to consider wonky fruit and veg; suppliers are more confident Tesco will purchase more of their crop.





Encourage those eligible to sign up to the EE Social broadband tariff

The UK is currently in the middle of a cost of living crisis, which is particularly acute for anyone on benefits, such as Universal and Pension credit.

To help address this OfCom have enabled internet providers to offer Social tariffs, costing £10 - £20 a month for those receiving benefits. At the beginning of 2022 only 1.2% of those eligible had signed up.

Ofcom are publicly encouraging **ALL** providers to offer their own social tariff, which is widely promoted, and swift/simple for customers to sign up to. **EE, here's an idea for your ad...**



Life isn't about endless form filling and bureaucracy



It's about connecting...



...to apply for a job...



...keep up with friends...



...family..



...and feeling less isolated.

OUR
SOCIAL BROADBAND
TARIFF
ENSURES
EE
IS ACCESSIBLE TO
EVERYONE*



For less than the cost of a pint of milk a day...

...you can stay connected to what matters...



Footloose Vhs (1984) Paramount Pictures Kevin Bacon Lori Singer John

£0.97
eBay - nldip
Free delivery



Flatliners Dvd In Good Condition Staring Kevin Bacon

£0.99 Used
eBay
£1.53 delivery

#WiFi50
50P A DAY
SOCIAL TARIFF

Check
ee.co.uk/socialtariff
to see if you qualify

...so your money goes further!



#WiFi50
50P A DAY

Keeping the Cost of Living Gremlins at bay

Social Broadband Tariff
Check ee.co.uk/socialtariff for eligibility

Digital banner/poster

Coca-Cola
freestyle.

Encourage people to get out and enjoy the 100+ flavours of Coca-Cola Freestyle

Mix over 100+ drink combinations, by the degree, with a Coca-Cola Freestyle drinks machine!
These campaign ideas aim to encourage people to rediscover the fun and creativity of Coca-Cola Freestyle.

Time to mix it up



100+ drink combinations
Get the App. Find out more



Coca-Cola
freestyle.



2% grape
48% Ginger Ale
50% mello yello

You?

Coca-Cola
freestyle.

original



with a
twist



100+ combinations
what's yours?

Coca-Cola
freestyle.

Get the App. Find out more



a bit
of this
&
that

Welcome to Yorkshire

Best food and drink in country



Discover the full Yorkshire menu at yorkshire.com

SUMMER TIP Cool down with a slice of cucumber



Specsavers

Swan
designed for life

90
years



ON ANOTHER LEVEL

SALLY MILLS

GET IN TOUCH

hello@sallycreative.uk
sallycreative.uk
0752 858 1722
linkedin.com/in/sally-mills
X/Insta: @SallyCre8tive

SKILLS

- Hybrid creative
- Campaign strategy
- 360 campaigns
- Attention to detail
- Proactive
- Appetite to learn
- Adobe Creative Suite
- Sense of humour

PROFESSIONAL DEVELOPMENT

April - July 2024 School of Thought

June - Aug 2023 Adobe Premier Pro

June - Nov 2022
Landor & Fitch Brand Transformers
M&C Saatchi Open House
WPP NextGen Leaders

Sept - Nov 2021 - Visible Start
(WPP/Brixton Finishing School/
Uninvisibility)

2019 - Creative Equals
Creative Comeback, Manchester

2010 - NABS Fast Forward
Brief set by COI
Member of runner-up team

CAM Diploma in
Marketing Communications
Chartered Inst. of Marketing

QUALIFICATIONS

City & Guilds Photography 6922
Stourbridge College,
West Midlands

Post Graduate Diploma
in Broadcast Journalism
Falmouth College of Arts
Falmouth

BA (Hons.) Public Relations
with Information Technology 2:1
University College Plymouth
St Mark & St John

A strategic insightful hybrid creative, driven by delivering simple effective ideas, with a close attention to detail. Recently completed School of Thought, Leeds-12 weeks/12 briefs.

Having managed integrated campaigns I understand the wider communications landscape + media side having trained as a broadcast journalist.

International outlook having lived/worked in: USA, Oz, Canada.

CREATIVE/COPYWRITING EXPERIENCE

UX Reviewer/copywriter: SHOPLINE Sept'23 - Dec'23
Optimised user workflow/engagement/TOV for
US English market, on one of Asia's largest E-commerce platforms

Briefs set by:
- CD Rodd Chant: TESCO; Qantas; Colgate July'19 - Sept'20
- Diageo: Guinness Mar'19
- YCN: Dogs Trust Feb'19
- With creative partner: Butterkist, Knife crime... Nov'18 - April'19
- Princes Trust: Across social, print, TV Aug - Sept'18
- One Minute Briefs: daily briefs on X. Jan'18 +
From #jalapeñopeppers to Absolut, CocaCola & Oxfam

WIDER MARKETING EXPERIENCE

Video editor: QVC / Visible Start June'23-Aug'23
Professional certified Adobe Premier Pro training;
edited 3 x 30 min two person interviews for online broadcast

PR Strategy: Vaccinate Africa (remote) Aug'21-Dec'21
Partnership work with CAW PR

Data Analysis: ELECTRIC:ELECTRIC, London May'21
Analysed data for a Green energy provider

PR: WPR (PR Agency) Birmingham April-May'21
Assisted on accounts: Care UK, REHAU, Volvo,
Busy Bees, Benchmark, Camping in the Forest

Social Media Manager: Crocker's Folly Rest't, Ldn Nov'16-Jan'17
Managed Facebook/Twitter/Instagram/Pinterest;
produced monthly analysis reports

PR: Crystal Palace Sports Partnership, London Nov'14-June'16
Media relations; social media management;
stakeholder communications; research & survey design

PR: Friends of Crystal Palace Subway, London Jan'16

Co-Marketing Manager: Crystal Palace Festival, Ldn Feb'13-Jan'15
Two years co-managed small marcoms multidisciplinary
team delivering 30 marketing initiatives across platforms
including: PR, print, digital, social

PR Manager: Remembering Srebrenica, London Jun-July'14
PR for 23 events across the UK to mark Remembering
Srebrenica Memorial Week, commemorating the
Bosnian genocide. International/national/regional media relations;
developed & built strong relationships with Government
departments. Managed social media; design work

Marketing Assistant: Pollards Hill Library, London Mar'10-Mar'11
Print design for events, market research

Fundraising & Marketing Officer April'04-May'06
Richard House Children's Hospice, London
Devised, developed & executed MarComs solutions
for fundraising team of 12

Visit my LinkedIn profile for further details