

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





















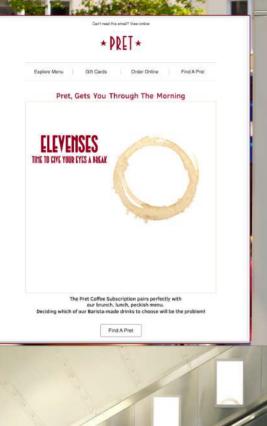
Looking to join a supportive team where I can thrive and grow



### **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.







AFTERNOON!

YOUR AFTERNOON PICK UP

Prets coffee subscription

de drinks per day, £25 a month

NIGHT CAP
THE TO UNWIND

Bign up to Prete coffee subscription
8 barleto-made details per day, can a month

\*\* PRET \*\*





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



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

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



**EVERYONE**\*

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

£0.97

eBay - rxidip Free delivery



Flatliners Dvd In Good Condition Staring Kevin Bacon

£0.99 Used

£1.53 delivery

#WiFiFTY

# SOCIAL TARIFF

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

...so your money goes further!





freestyle.

original

Coca Cola

### Encourage people to get out and enjoy the 100+ flavours of CocaCola 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.





with a twist

freestyle





Discover the full Yorkshire menu at yorkshire.com

SUMMER TIP Cool down with a slice of cucumber











# SALLY MILLS

## **GET IN TOUCH**

hello@sallvcreative.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:

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

### WIDER MARKETING EXPERIENCE

Video editor: OVC / 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, Benchmarx, 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

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

PR: Friends of Crystal Palace Subway, London

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

Jan'16

April'04-May'06

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

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

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

Visit my LinkedIn profile for further details