

A photograph of three people on a boat. A man in a blue cap and black t-shirt is looking at a smartphone held by a woman in a black jacket. Another woman in a grey jacket is looking on. The background shows a cloudy sky and water. The text 'HELEEN MILLS. PORTFOLIO' is overlaid on the left side of the image.

HELEEN MILLS.
PORTFOLIO

ABOUT HELEEN.

I'm a strategic, digitally-minded marketer based in Cape Town. My experience as a marketer includes retail and e-commerce, early phase start-ups, and agencies.

As a passionate educator, I have been teaching digital communications and social media for over a decade and have taught at universities, business schools and helped South Africa's top advertising agencies and corporate marketing teams level-up their digital marketing capabilities.

I have significant digital and social media marketing experience and spent the last 5 years designing digital campaigns for clients ranging from global NGO's, corporates, government departments and a range of sport, lifestyle and outdoor brands. I have a deep passion for designing and executing campaigns that help brand grow and reach their potential online. Since 2018, I have spent my time working closely with a handful of brands, developing or shaping their marketing and/or social content strategies and working with them to execute those plans.

I'm an avid long distance trail runner, and open water swimmer.

[LinkedIn Profile](#)

[Website](#)

[Instagram](#)

[Twitter](#)

CAMPAIGNS.

During my time at Treeshake, I was involved with the strategy and execution of multiple national and international campaigns, some of which include:

- Strategised and executed the global #Run4Water campaign, which received more than 150 million social media impressions and was featured in the New Yorker, BBC and CNN.
- The social media launch of #Internet4All, which trended nationally in South Africa for 2 days.
- Strategised and oversaw the execution of an awareness campaign for Zoono in Zambia
- Strategised and planned the re-launch of Women24. The internal team at Media24 oversaw the execution.



TEACHING + WORKSHOPS.

Since 2013, I've been teaching digital media strategy. Previously, I was Operations and Program Director of the Ogilvy Digital Marketing Academy, Head of Marketing at Treeshake. Notable clients include: Woolworths, M & C Saatchi Abel, Ogilvy Joburg, Ogilvy Cape Town, Pearson Education, Pioneer Foods, iab, Santam, Media24, Zoono.

I was also a lecturer at Stellenbosch University Business School where I developed the Business School's first graduate digital course which launched to both local and international students in 2015. The course is called Digital Quotient and I was voted 2nd best lecturer of the Business School that same year.

[Client & Student Testimonials](#)



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GONE. OUTDOOR.

- <https://goneoutdoor.com>
- https://www.instagram.com/gone_outdoor/
- <https://www.facebook.com/goneoutdoor/>

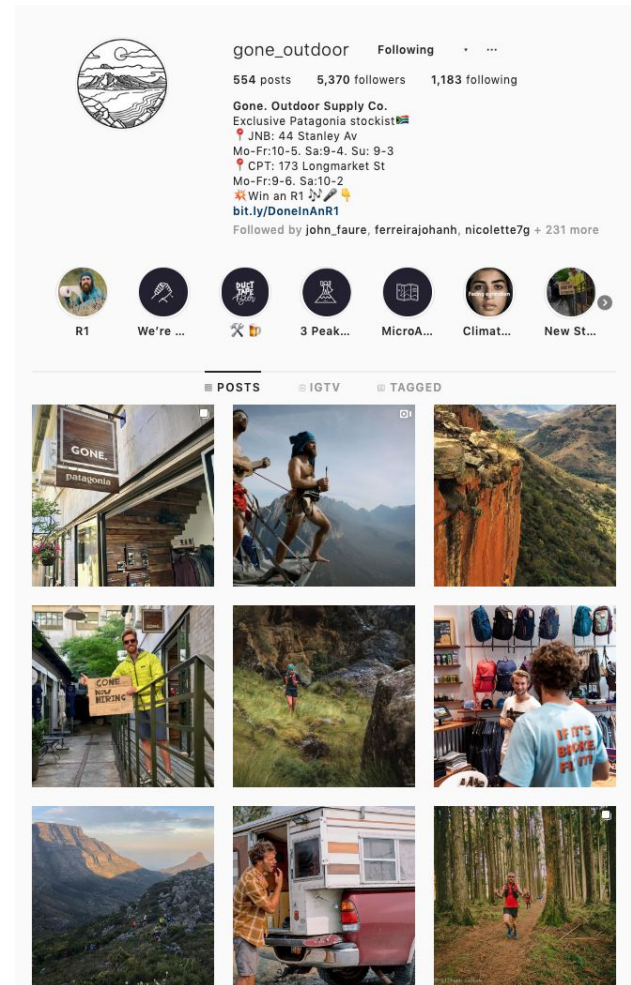
Gone. has been a client since February 2018 - shortly after they opened their doors. I'm responsible for the brand strategy and the marketing plan - as well as ensuring that everything is executed.

My work involves managing the social media, email marketing, graphic design, website maintenance and [e-commerce optimisation](#) for the online store on Shopify as well as environmental and go-to-market campaign design and event management.

Gone. also requires a significant amount of community engagement due to the number of events they host during the year, including film screenings, races, group runs etc. I'm extremely proud of the depth of the community that I've built for Gone.

I have developed a Newsletter strategy for Gone. Some examples can be seen via the hyperlinks below.

- [Newsletter Example 1](#)
- [Newsletter Example 2](#)
- [Newsletter Example 3](#)



ULTRA-TRAIL DRAKENSBERG.

- <https://ultratraildrakensberg.com>
- <https://www.instagram.com/ultratraildrakensberg>
- <https://www.facebook.com/ultratraildrakensberg>

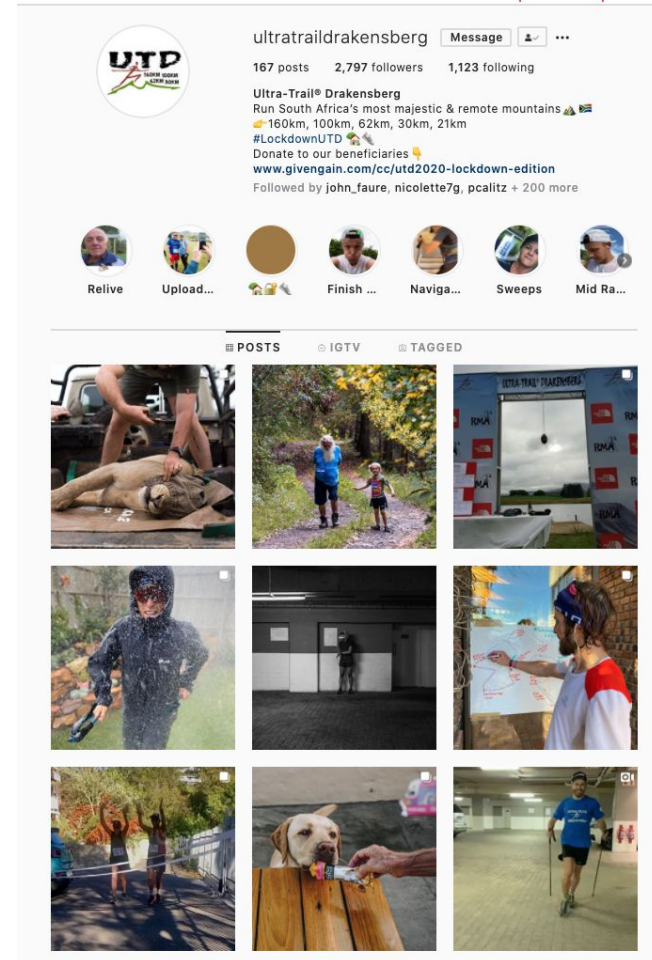
I was brought onboard the UTD team in Feb 2019, about 10 weeks prior to the 2019 event and 6 weeks till entries closed. In those 6 weeks, I overhauled the social media presence and email strategy and managed to double race entries by closing date.

At the 2019 event, I handled all race media for the 4 different races myself across three social platforms. Since the event goes through the night from Friday until Sunday, I slept in 90min sections 4 times over the weekend. The event coverage was an enormous success and substantially raised the profile of the race in the running community world wide.

For the 2020 race, I rebuilt the site on Squarespace, moved ticket sales to Quicket and kept building on the social strategy and momentum I had. By the time we had to cancel the race for Covid- we has surpassed our target for runners, had a record number of elite runners entered, and also launched a online merchandise store for the race.

A couple of examples of the email newsletters:

- [Newsletter Example 1](#)
- [Newsletter Example 2](#)



EASY TRAVEL TANZANIA.

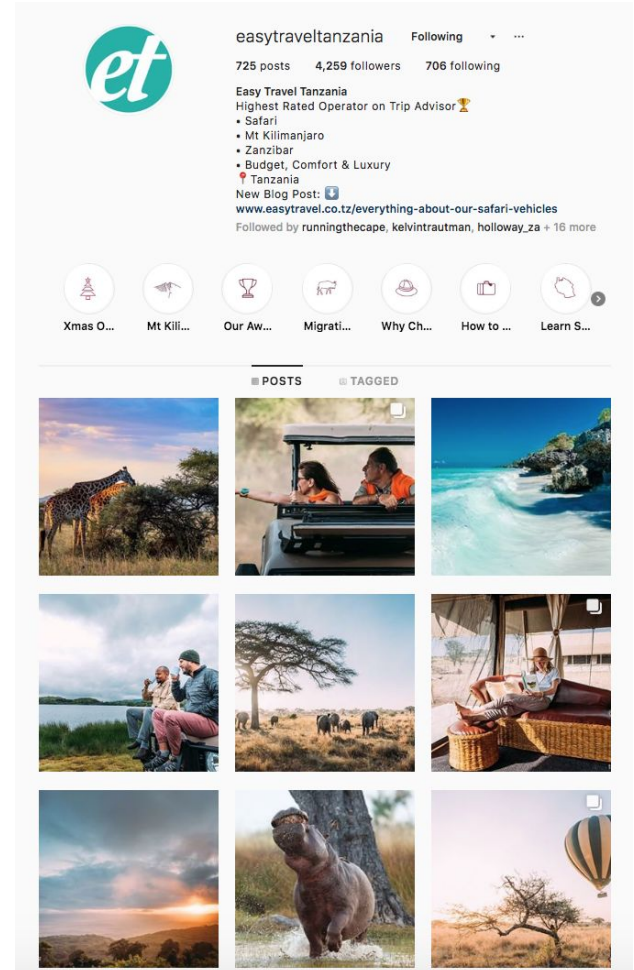
- <https://instagram.com/easytraveltanzania>
- <https://www.facebook.com/EasyTravelTanzania/>

Easy Travel was a client from August 2017 until February 2019. Our relationship ended when I left the agency and started working independently.

Easy Travel tasked me to design, position and manage their online content (social media, blogs, review platforms like TripAdvisor, emails). Their content needed to reflect that they're the top rated tour operator in Tanzania, and instil trust in foreign travelers.

I have also developed a comprehensive Mailchimp Newsletter strategy for Easy Travel as well as worked to create comprehensive blog covering all sorts of FAQs

- [Newsletter Example 1](#)
- [Newsletter Example 2](#)
- [Easy Travel Blog](#)



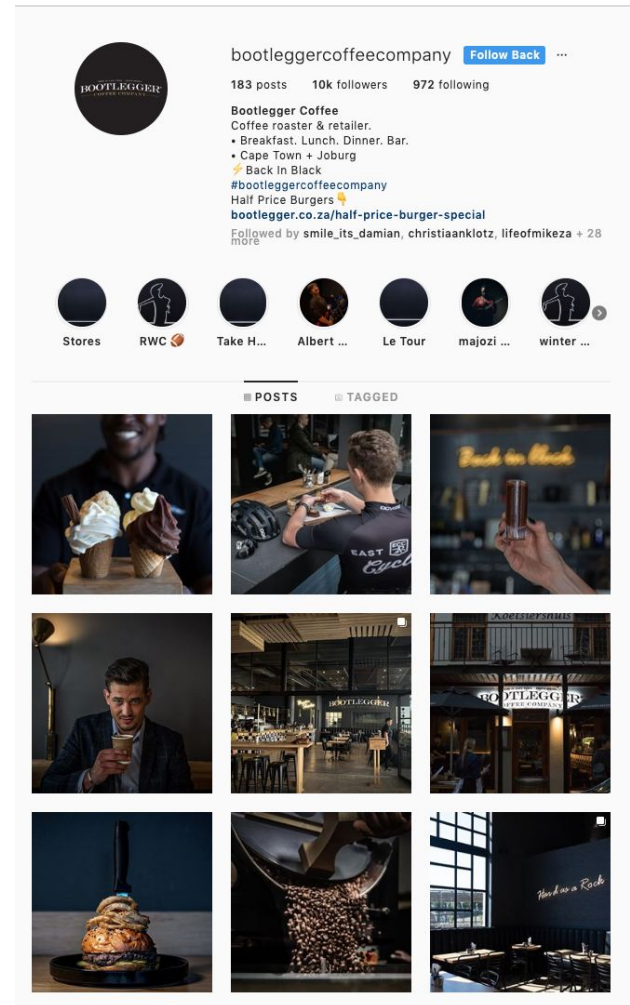
BOOTLEGGER COFFEE COMPANY.

- <https://www.instagram.com/bootleggercoffeecompany/>
- <https://www.facebook.com/bootleggercoffeecompany/>

Bootlegger Coffee Company was a client from February 2019 till February 2020. My role as a consultant was to create a marketing plan for the brand and franchisees, as well as an internal communication strategy. I was also responsible for the execution of the marketing plan and internal strategy.

Simultaneously, I also planned, oversaw and helped execute all design, photography, and content for the brand.

During my time with Bootlegger, I grew the Instagram following by over 100%, organised numerous events in Joburg and Cape Town, as well as ran several successful campaigns for them.



DIGITAL ADVERTISING.

I have a number of clients who I help with social media advertising as well as paid ads on Google.

THANK YOU.

www.heleenmills.com