

STEPHEN MILLS

Motivated young marketer with proven experience in online marketing, digital content creation and copywriting... Located in New Gisborne

KEY SKILLS & COMPETENCIES

- Self motivated and driven. I created Mills Motion, a website dedicated to teaching business owners how to use online video and sales copy to generate leads and sales.
- Proven ability to use online marketing to generate qualified leads and paying customers.
- Passionate about sales copywriting. Founding member of “Copy Chief” an online community of sales copywriters.
- Proficient in online content creation, social media management, Wordpress website development including basic HTML.
- I have an advanced diploma in business marketing and am constantly learning and testing new online marketing strategies.

PROFESSIONAL HISTORY

Founder of Mills Motion - Online Video Marketing Website and Youtube Channel

- In just a few months I have grown the Mills Motion email list to over 500 subscribers using only organic traffic generated from youtube.
- Achieved over 140,000 total minutes watch time on youtube.
- This project has included:
 - Writing and producing videos, articles and email campaigns
 - Managing youtube profile
 - Creating and uploading website graphics
 - Developing and editing Wordpress website
 - Consulting leads and prospective customers

You can view these videos and articles on my website:

www.millsmotion.com

Stephen Mills
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Trimfix Supplies - Sales, Website and Youtube Channel Management and Production Manager

January 2011 to current

- Consult with customers over the phone, manage invoices, customer data base and order fulfilment.
- Developed and continually manage business website, youtube channel and email list.
- I manage the simultaneous manufacture of multiple products, making products on-demand as well as predicting customer needs to produce additional stock.
- Used email marketing and copywriting to sell an in-person skills training course. We sold out and ran an additional training as a direct result of these emails

Snap Print, Design and Websites St Kilda Road - Business Development Manager

October 2012 to August 2013

- Strategically worked to develop strong business relationships with key customers
- Used Customer Database to find potential leads and business growth areas.
- Introduced email marketing as a key business development strategy

EDUCATION

2011 - 2013 : Advanced Diploma in Business (Marketing), RMIT

Some relevant Units included Review and maintain a website, Conduct electronic marketing communications, Build client relationships and business networks, Develop organisational marketing objectives, Implement and monitor marketing activities.

2010 : VCE, including Certificate III in Music Industry and Sound Production

AWARDS & ACHIEVEMENTS

- Macedon Ranges Young Australian of the Year award - 2010
- Australian Defence Force Long Tan Leadership and Team Work award - 2010
- Gisborne Gazette Leadership award - 2010
- Gisborne Secondary College School Captain and Public Representative - 2010
- Gisborne Secondary College Student Union President - 2009
- McEwen District Award for Recognition of Outstanding Contribution to the School Community - 2009

REFERENCES

Current Employment Reference
(Please speak to me before contacting my employer)
Lexi Lethborg - Owner of Trimfix Supplies
Preferred contact number: 0414 362 482

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