

# NAADIYA MILLS

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## PROFESSIONAL SUMMARY

Strategic Leader, Brand Architect, and Talent Ecosystem Builder with 10+ years of experience blending cultural intelligence, brand strategy, and trend forecasting to build high-impact opportunities across agencies, brands, and global platforms. Known for bridging the gap between talent and business needs by designing scalable frameworks, building strategic partnerships, and activating diverse creative communities. Proven ability to identify high-potential talent, align skill sets with business objectives, and drive meaningful connections that fuel growth, innovation, and cultural relevance.

## CORE COMPETENCIES

- **Strategy & Innovation:** Brand & Creative Strategy, Cultural Foresight, Trend Forecasting, Market Insights, Strategic Frameworks, Business Model Innovation, Data-Driven Insights, Strategic Communications and Positioning
- **Ecosystem & Talent Design:** Workforce Planning, Talent Placement, Program Development, Community Building, Talent Pipelines, Creative Recruitment, Portfolio Review & Talent Assessment
- **Leadership & Partnerships:** Global Stakeholder Engagement (Agency + Brand), Cross-Functional Leadership, Public-Private Partnerships, Event Programming, Experiential Strategy, Partnership Development & Relationship Management, Thought Leadership & Industry Engagement, Cross-Functional Collaboration
- **Creative Direction:** Art Direction, Brand Design

## PROFESSIONAL EXPERIENCE

***My Creative Profile*** - Founder | Talent Platform & Ecosystem Builder (2024 – Present)

- Built and launched a proprietary talent ecosystem platform connecting marketing, strategy, and creative professionals with executive recruiters and hiring teams at top-tier global agencies including TBWA, VML, and Digitas.
- Synthesized portfolio reviews and recruiter feedback into actionable insights, helping talent refine positioning and improve placement success
- Developed frameworks to evaluate candidate strengths, aligning skillsets with agency and brand needs
- Facilitated connections between emerging and senior-level talent and hiring decision-makers, driving career advancement opportunities

### ***Caribbean Social Studies*** - Founder & Strategy Director (2023 – Present)

- Established a global cultural strategy studio and media ecosystem positioning regional creative excellence as a framework for ethical, human-centered economic growth.
- Built a global creative and talent ecosystem amplifying Caribbean perspectives across marketing, advertising, and innovation sectors
- Championed and directed the historic, first-ever Caribbean representation panel at the Cannes Lions International Festival of Creativity, marking a milestone in the festival's 72-year history.
- Partnered with Miami Ad School Punta Cana to develop a first-of-its-kind creative education program framework for the region.
- Developed partnerships with CC:DC, Cannes Lions, Driven Society, Tech Beach Retreat, and global organizations to create access points for underrepresented talent.
- Designed strategic programs connecting creatives with brands, agencies, and industry leaders
- Produced long-form content, research and frameworks influencing workforce development, regional policy, and creative economic infrastructures.

### ***Fiverr / Working Not Working*** - Brand Strategist & Creative Partnerships Lead (2021 – 2022)

- Spearheaded strategic brand repositioning and defined corporate purpose initiatives.
- Supported the development of new offerings to align talent with client and agency needs.
- Built and managed partnerships with leading creative organizations (The One Club, RISD, Parsons, Pratt Institute), connecting talent with industry opportunities
- Strategized, executive produced and art-directed global industry events, panels, and portfolio reviews with over 200+ global participants, top-tier agency recruiters, and corporate partners.
- Helped shape talent positioning through brand strategy, improving visibility and engagement across the platform

### ***Independent Creative and Strategy Consultant*** (2019 – Present)

- Worked with prestigious institutions, government bodies, and startups including the Ad Council, The One Club for Creativity, Driven Society and more on creative and strategy projects.
- Appointed by the Government of St. Kitts & Nevis to support a national creative economy framework, engineering research methodologies that engaged over 1,100 youth respondents.
- Developed frameworks to identify, assess, and align talent with business objectives
- Supported talent development through mentorship, portfolio feedback, and career strategy guidance
- Conducted cultural and market research to inform hiring, partnerships, and talent engagement strategies

### ***Common Group*** - Consultant & Brand Strategist (Contract) (2024 – 2025)

- Instrumental in shaping brand positioning and developed strategic narratives for market positioning
- Designed executive presentations and thought leadership materials to attract partners and collaborators at Human Potential Summit

## ***Food for Creative Souls*** - Founder & Executive Director (2019 – 2021)

- Engineered a government-backed creative mentorship infrastructure and immersive bootcamps, equipping 50+ Caribbean creatives for global industry opportunities
  - Secured partnership and mentors from agencies such as 72andSunny to support the initiative
  - Built scalable programs supporting talent pipelines and workforce readiness
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## **EARLY CAREER EXPERIENCE**

### **OGILVY | Art Director Intern (New York, NY) | 2019**

Developed creative concepts and campaign strategy for major global accounts, including Coors Light, The Washington Post and Vaseline.

### **BBDO | Art Director Intern (Atlanta, GA) | 2019**

Executed campaign concepts and creative strategies for accounts including Norwegian Cruise Line and Frito-Lay.

### **BOSTON CONSULTING GROUP (BCG) BRIGHTHOUSE | Strategy & Brand Intern (Atlanta, GA) | 2019**

Developed purpose-led brand strategies and research insights targeting C-suite executives, inspiring a new service offering adopted by the firm. Accounts included: AMP Australia, Burberry & Non-Profits.

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## **EDUCATION**

- Florida Atlantic University | Marketing Manager Certificate, 2024
  - Miami Ad School | Art Direction Graduate Program, 2019
  - Florida Atlantic University | Bachelor of Fine Arts (BFA) in Graphic Design, Minor in Sociology, 2015
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## **RECOGNITION & THOUGHT LEADERSHIP**

- CC:DC Cannes Lions Ambassador (2024)
- Led first-ever Caribbean collective panel at Cannes Lions (72-year history)
- Santa Fe Institute Collective Intelligence Short Course & Symposium (2023)
- Graphis Design Annual Honorable Mention
- The One Club Talent Showcase (2nd Place)
- OECS YES Feature (Recognized by Inter-Governmental Organization for Inspiring Caribbean Creatives)