

Millicent Yedwa

CREATOR CAMPAIGNS · OPERATIONS & COORDINATION · AI SYSTEMS · EDITORIAL STRATEGY

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Harare, Zimbabwe — Remote ·  LinkedIn



PRODUCTS · campaigns.ourplaceforwork.com · outreach.myrevenueos.com

Creator campaign operations and project coordination professional with seven-plus years keeping complex, multi-party workstreams on track — across publishing, international programme management, and client services. The kind of person who writes everything down, flags problems before they surface, and doesn't drop threads. Studied creator campaign operations closely enough to build Our Place for Campaigns — a project management and CRM tool designed specifically for how influencer agencies actually run. Bringing that systems thinking into live campaign execution.

CORE COMPETENCIES

Stakeholder & Partner Management

Multi-thread Campaign Coordination

Deliverable & Timeline Tracking

Documentation & Handoff Systems

Proactive Risk Identification

Content & Brand Strategy

Remote Async Collaboration

AI Workflow Automation

Social Media Management

Slack · Gmail · Video Conferencing

EXPERIENCE

Founder & Product Builder

Oct 2025 – Present

RevenueOS / Our Place for Work · Remote

- Designed **Our Place for Campaigns** — a CRM and campaign management tool purpose-built for influencer/creator agencies (roster management, campaign rooms, deliverable tracking, FTC compliance checks, payment readiness). Built because generic project tools consistently fail live campaign operations.
- Mapped end-to-end creator campaign workflows by interviewing agencies, auditing their current tools, and documenting where the breakdowns happen — the research that made the product possible.
- Built **Outreach Control** — a high-volume outreach management application (Next.js, Gmail OAuth, SQLite) focused on thread management, deliverability, and campaign-specific message sequences.
- Designed AI automation stacks for strategy, copywriting, and operations — reducing manual admin in live campaigns and client work.

Co-Founder

Jun 2025 – Sept 2025

Multi-Hyphenate Women · Remote

- Partnered with clients to map their end-to-end outreach and campaign workflows, then built AI-powered systems that cut manual admin, improved response tracking, and made handoffs cleaner and more reliable across every stage.
- Co-built an AI-powered community platform and owned campaign ops — running launch campaigns end to end (strategy, content, outreach, tracking) while setting up documentation, deliverable trackers, and handoff systems for content, events, and partner collaborations.
- Built and ran an intern programme; both graduates now working independently in growth and community management.
- Worked nights and weekends during launches, juggling multiple campaigns simultaneously while keeping documentation current and stakeholders informed.

Programme Assistant

Jun 2024 – Feb 2025

UNESCO Regional Office for Southern Africa · Harare

- Served as the operational centre of **two simultaneous regional programmes spanning 9 countries** across Southern Africa — one on disaster risk reduction and climate change adaptation, one on World Heritage Site inscriptions.
- Managed relationships with government ministries, regional partners, and UNESCO headquarters across 9 countries simultaneously — primary point of contact for all programme coordination, correspondence, and escalations.
- Owned all financial, procurement, reporting, and communications functions for both programmes concurrently; sole responsibility for consistency and accuracy across every stakeholder output.
- Organised and coordinated cross-country workshops and capacity-building events; drafted all technical documentation and public-facing reports to international standards.

Development Editor & Brand Activation Manager

Jun 2023 – Jan 2025

Ingenium Books · Melbourne (Remote)

- Held dual responsibility for developmental editing *and* brand activation — simultaneously leading manuscript development across multiple books while running content strategy, social media, and marketing for the publisher and its clients.
- Managed end-to-end developmental editing for multiple non-fiction manuscripts: coordinating authors, ghostwriters, and external reviewers against hard publication deadlines.
- Produced a full podcast series end to end — scheduling, recording coordination, editing, SEO optimisation, and distribution.
- Analysed social metrics and sales data to inform editorial acquisitions and campaign performance.

Social Media Manager

Mar 2023

The Msasa Collective · Harare

- Managed all social channels (Facebook, Instagram, Twitter, LinkedIn); developed and executed social strategy and content campaigns to drive engagement and meet brand goals.
- Monitored performance, tracked competitors, identified growth opportunities, and handled brand reputation management.

Sub-Editor

Nov 2022 – May 2023

Amaka Studio · London (Remote)

- Edited feature articles, interviews, and opinion pieces for a leading digital media studio covering Africa and the diaspora — ensuring factual accuracy, legal compliance, and house style adherence across high-volume output.

- Reviewed hyperlinks, cross-references, and web elements; provided structural recommendations to improve content clarity and impact.

Editor — Consultant

Aug 2022 – Feb 2023

ECODIT / USAID Resilience ANCHORS Project · Harare

- Embedded as editorial consultant on a **USAID-funded** resilience programme — line-edited evaluation reports, policy briefs, newsletters, and public-facing materials to USAID editorial standards.
- Ensured technical accuracy, consistency, and compliance across all outward-facing programme deliverables.

Festival Coordinator

Prior experience

Bayimba International Music Festival, Kampala · Theatre in the Park, Harare

- Coordinated two major festivals across two countries — managing artists, speakers, sponsors, volunteers, and technical teams across all phases from pre-production through post-event reporting to principals and funders.
- Primary point of contact for all participants; led marketing and publicity liaison and managed programme scheduling end to end.

SELECT EDITORIAL PROJECTS

- *Becoming HER* (Simon & Schuster) — Developmental editing; **NYT & USA Today bestseller**
- *Screening for the One* — Marty Britton (Developmental Editing)
- *The Tortured Traveller* — Sheldon Herman (Developmental Editing)
- *Chill: The Wine Lover's Guide to Cannabis* — Jackie McAskill (Copyediting)
- IOM Reports (Geneva, 2022) — three international humanitarian reports
- USAID / State of Human Wildlife Conflict in Zimbabwe, 2022 — Rapporteur's report

EDUCATION & RECOGNITION

- **B.A. Honours in English** — University of Zimbabwe, Harare, 2014–2017
- Poetry collection *Your Uncoming* — longlisted, Steel Toe Book Prize (USA), 2020

REFERENCES

- Chimbidzikai Mapfumo — UNESCO Regional Office for Southern Africa
- Michelle Abraham — Amaka Studio, London
- Cary Farley — ECODIT, Harare
- Linell van Hoepen — Ingenium Books, Melbourne