



MALIKAH HART

DIGITAL PROJECT MANAGER | DIGITAL PRODUCT
DELIVERY | CRM & TRANSFORMATION SPECIALIST

ABOUT ME

Digital Project & Product professional with hands-on experience designing, building and implementing CRM systems, leading organisation-wide digital transformation projects, and delivering end-to-end product, website, and brand delivery. Adept at managing multi-phase technical projects, improving user experience, and aligning cross-functional teams across IT, marketing, operations and senior leadership.

Proven ability to deliver complex digital programmes including CRM implementation, data migration, cloud platform transitions (Microsoft & Google Workspace), full rebranding projects, new website builds, and multi-channel digital integrations.

EDUCATION

2014 - 2019

NORTHUMBRIA UNIVERSITY

BA Degree Design for Industry (2:1)

HTML & CSS CERTIFICATION

Online Course

SCRUM, AGILE & JIRA CERTIFICATION

Online Course

CORE SKILLS

Digital PM - Delivery planning, Roadmaps, Stakeholder management

Product - Research, User stories, Backlog, Iterative improvements, Prototyping

Digital Transformation - Cloud (MS - Google), CRM, Data migration, Integration, Change management

Tech - CRM, Figma, WordPress, HTML/CSS, Google Admin, CMS, SEO, Collaboration tools

Leadership & Comms - Team lead, Training, Cross-team comms, Docs, User training

CONTACT DETAILS

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EMPLOYMENT HISTORY

JAN 2025 - JAN 2026 | ONE COMMUNITY DEVELOPMENT TRUST

Digital transformation · CRM implementation · Product delivery

- Designed, built and deployed a new organisational CRM system, leading requirements gathering, user journey mapping, data migration, UX design, testing, rollout and team training.
- Managed a company-wide migration from Microsoft Office to Google Workspace, coordinating technical setup, data transfer, user onboarding, and post-launch adoption.
- Led end-to-end delivery of a new website build including UX architecture, user testing, content strategy, SEO optimisation, and integration with CRM and analytics tools.
- Delivered a full organisation rebrand, managing external agencies, approving design systems, and ensuring consistent deployment across digital and print.
- Oversaw digital operations with 3 direct reports, building delivery processes, workflows and documentation to support cross-team digital adoption.
- Improved user engagement metrics: +91% social engagement, +181% follower growth, +85% website traffic through data-driven iteration and UX improvements.

JAN 2025 - JULY 2025 | THE AVOCADO FOUNDATION

Product support · Data optimisation · Digital delivery

- Project-managed programme digitisation, transforming offline services into digital-first journeys and increasing engagement +35%.
- Implemented and optimised digital systems including email automation, website improvements, and analytics dashboards.
- Developed user-centred digital content, improving accessibility and interaction across web, mobile and email channels.

2022 - 2024 | THE SUBSTANTIA GROUP CREATIVE CONSULTANT & WEB DESIGNER

- Delivered 50+ digital and web projects end-to-end: requirements, UX wireframes, development collaboration, QA testing and launch.
- Improved client brand systems and digital workflows, increasing engagement and satisfaction by 70%.
- Collaborated with developers on technical feasibility, responsive build quality, and backlog refinement for digital releases.

2015 - 2022 | BROWNS BRASSERIE & BAR SALES & EVENTS MANAGER & BAR

- Managed a team of 40+, overseeing recruitment, training, performance, and brand experience.
- Increased event bookings +143% via creative spatial design and client relationship building.