



MALIKAH HART

07939049814 • malikahhartdesigns@outlook.com

www.malikhartdesigns.com • www.malikhartdesigns.myportfolio.com •

DESIGN SKILLS

- Complete and partial brand creation, strengthening and redesign, including website creation and development.
- Social media & marketing strategy creation with design orientation.

SOFTWARE SKILLS



PHOTOSHOP
ILLUSTRATOR
INDESIGN
ADOBE XD
WORDPRESS
FIGMA
CANVA

RELEVANT MANAGEMENT EXPERIENCE

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

- Managed a team of 40, including scheduling, recruitment, training, and development.
- Delivered branding, guest experience, stock management, menu development, and visual merchandising initiatives.
- Led recruitment, team training, and performance management in alignment with HR practices.
- Oversaw daily operations, coordinated cross-functional teams, maintained brand standards, and enhanced guest experience.

EDUCATION

2014 - 2019
NORTHUMBRIA UNIVERSITY
BA Degree Design for Industry (2:1)
Inc. Design Internship at Newcastle City Council

2005 - 2013
COLONEL FRANK SEELEY SCHOOL
12 GCSE's & 4 AS/A - Levels

ADDITIONAL ACHIEVEMENTS

First aid & Safeguarding certificates available upon request
'It's Complicated' Article published by independent women's magazine
Raising funds for design shows with peer group
Duke of Edinburgh Bronze-Gold

EMPLOYMENT HISTORY

2025 -PRESENT | ONE COMMUNITY DEVELOPMENT TRUST MARKETING, DIGITAL & DESIGN MANAGER

Led strategic, data-driven marketing initiatives for a community-focused charity, enhancing brand visibility and public engagement across digital and print channels. 3 direct reports

Key Achievements:

Increased social media engagement by 91% and follower growth by 181% (Q1 2025 vs Q4 2024).

Boosted website traffic by 85% through UX redesign SEO-optimised content and cross-platform promotion.

Led a full organisational rebrand, ensuring consistency across all digital and print channels.

Delivered team training workshops in creative, digital tools, and volunteer management.

Developed and executed fundraising events and communication strategies.

Created internal policies and ensured GDPR compliance, data storage standards, and CRM system management.

JAN 2025 - JULY 2025 | THE AVOCADO FOUNDATION DIGITAL MARKETING & COMMUNICATIONS LEAD

Directed all digital marketing, branding, and media strategy for a mission-driven organisation, delivering campaigns that elevated visibility, engagement, and fundraising outcomes. 1 direct reports

Key Achievements:

Achieved 35.3% email open rate and 5.1% click-through rate, outperforming sector norms.

Supported digitisation and marketing of programmes, increasing engagement and profit margins by 35%.

Directed multi-channel marketing (SEO, PPC, email, social) with a focus on data-driven optimisation.

Produced high-impact multimedia content to drive campaign visibility and outreach.

Maintained consistent branding across all digital and print media.

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

Managed multiple design projects concurrently, conducting design consultations with the clients, collaborated with cross-functional teams and adhered to design standards, trends, guidelines and best practices, to ensure timely delivery.

Key Achievements:

Successfully delivered over 50 design projects, receiving positive feedback for innovation and effectiveness.

Improved client engagement and satisfaction by 70%, through targeted design solutions.