





ANNA FAITH MALONEY

CONTACT

Manchester | 

+44 7539638603 | 

annadawson55@gmail.com | 

www.afddesign.co.uk | 

PROFILE

A skilled Content Manager with over 8 years experience working in the Christian Charity sector with 2 years working as Head of Creative Media for a National Charity which oversees 590 Churches across England, Scotland and Wales. Experience in both digital and physical print, marketing strategy, communications, brand design, photographer, videographer, management of both employees and volunteers and advising National Leaders on Brand identity for various departments.

SKILLS



InDesign,
Illustrator

8 Years



Photoshop,
XD

8 Years



Premiere
Pro, After
Effects

5 Years

Excellent skills in Microsoft suite and proficient in HTML and CSS coding.

AWARDS



D&AD New Blood One's To Watch 2020



Top 20 Designs of the JDO RAW Mash Brief

EMPLOYMENT HISTORY

AoG GB | **Head of Creative Media** | *March 2021 - Current*

Assemblies of God GB is one of the largest Pentecostal denominations in Great Britain.

- I have worked on artwork, re branding, web support and have been a critical voice within strategic meetings with National Leaders.
- Line managing one full time employee as well as freelance videographers and volunteers.
- Effective management of an annual budget of over £20,000.
- Providing all media oversight for the National Conference for over 1800 Senior Leaders. This includes: a 30 page report from National Leaders, various prints supplied to delegates, line managing a team of photographers and videographers, large print branding throughout the Conference centre and slide design for all sessions including Breakouts.
- Providing strategy for communications and marketing to all departments across the organisation, which has led to increase in organic brand growth by over 50% and recognisability to over 590 Churches across the Nation.
- I have worked closely with the General Manager to advertise the New Bible College and help increase intake for BA and MA courses, through effective marketing and content design.
- Weekly reporting on OKR's to increase social media engagement across all channels, using this to develop strategy for content.
- I have been the producer for various video projects. From organising equipment hire, personnel, run sheets, set design, hiring of local studio space and managing external companies.
- On the day overall management of filming and clientele.
- I have worked closely with the editor to produce high quality video shoots, assisting in the post production and these have been shown across the UK to over 900 ministers and a global audience on YouTube.

LYN St Swithins | **Volunteer & Admin Assistant** | *December 2020 - May 2021*

Varied | **Freelance Graphic Designer** | *August 2020 - Current*

Since graduating I have worked with numerous clients with a range of design needs.

- The University of Westminster Creative Enterprise Centre on creating social assets and a handful of motion graphics to advertise their new app, which links students/graduates with businesses and start-ups.
- Envista Branding, aiding in creating Photoshop templates and editing for their clients as well as editing various PDF's for the business, which involves working with the owner of.
- Other clients include: There is Something More, Ministries without Borders and Joy Cafe.

Coastline Vineyard | **Assistant Media & Communications, Head of Social Media & Visual Production** | *November 2018 - August 2020*

- Leading a 10-person team to create digital content through photography and videography.
- I oversaw the social media channels such as Facebook, Instagram and Twitter for the Church and saw these channels grow organically by 30-40%.
- I supervised large video projects and led these shoots as well as working behind the camera, in pre and post production.
- Also, assisting in the communications for the Church.

EDUCATION

2017-2020 **First Class Honours BA Graphic Design,**
Arts University Bournemouth