

MALEENA PONE

PRODUCER · DIRECTOR · EXECUTIVE PRODUCER

London, working internationally · maleena@storytellherstudios.com · maleenapone.com · [IMDb](#) · [LinkedIn](#)

RTS award-winning producer-director with over 18 years across news, film, television, digital and advertising. Originated and delivered projects for Channel 4, BBC, Sky, LADBible, YouTube and MTV, and led creative campaigns for Nike, IKEA, DFID, Spotify, Smirnoff, Tesco and Meta. Trauma-informed filmmaker practising harm reduction on and off set. Founder of StoryTell-Her Studios.

AWARDS & RECOGNITION

2026

WINNER · RTS SOUTHERN AWARD · BEST SINGLE DOCUMENTARY

BAFTA TV · LONG-LISTED

EDTV FESTIVAL · NEW VOICE NOMINEE

SANFORD ST MARTIN · NOMINEE

SELECTED CREDITS

DIRECTED BY MALEENA PONE

Saving Mum: Our Family Secret	PRODUCER · DIRECTOR	Channel 4 · 2025 · feature documentary
Stella Artois x Water Aid, with Matt Damon	PRODUCER	Global campaign · agency Mother
Afterpay, with Daniel Ricciardo	PRODUCER	Commercial · talent-led
Free To Be & Night Shift, for Smirnoff	PRODUCER · DIRECTOR	LADBible · branded series
Everyday Rituals, for IKEA	PRODUCER · DIRECTOR	Five-part branded series · UK & India
Run For Now & Self Love, for Nike	DIRECTOR	Branded film
SISTER	CREATOR · DIRECTOR	BBC Three · original format
The Ultimate Ramadan Basket	PRODUCER · DIRECTOR	Channel 4 x Tesco · branded entertainment
It’s the Small Things	DIRECTOR	Mind x Time to Change · campaign
Raising Your Voice	DIRECTOR	Macmillan Cancer Support
Live The Deen	PRODUCER · DIRECTOR	NMF x ELAYS Network
A Win Win	PRODUCER · DIRECTOR	Trade Club Alliance · global series
Fresh to Death	HOST	BBC Sounds · podcast
PAPA	PRODUCER · DIRECTOR	Short film · 2024

CREATIVE LEADERSHIP

SELECTED

StoryTell-Her Studios	Founder & Executive Producer · authored story development studio · 2023 to present
Untold Fable x AnalogFolk	Bridged traditional production and creator-economy content for global brands
AMV BBDO	Built and led a social-first content & editorial function; international teams
Livity	Key role creating the agency’s first in-house content studio

IMPACT

SELECTED CAMPAIGNS

73M+

REACH · FREE TO BE

339K

ENGAGEMENTS · SERIES

1M

TRAILER VIEWS · WEEK ONE

1000%

VOLUNTEER UPLIFT · VILLAGE ANGELS

IN THEIR WORDS

CHANNEL 4

“A distinctive voice in documentary - tender, raw, and unafraid in bringing vulnerable stories to screen.”

Rita Daniels · Commissioning Editor, Channel 4