

HENRY EMUWAWON

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DIGITAL PROJECT & EXPERIENCE MANAGER

Web Delivery | Agile Projects | UX | CRO | Stakeholder and Agency Management

Digital Project and Experience Manager with 17+ years of experience delivering website, CMS and digital transformation programmes across global organisations. Skilled in requirements gathering, scope definition, roadmaps, dependency and risk management, stakeholder alignment, agile delivery, vendor management, QA/UAT, release management, UX optimisation, SEO and CRO. Coordinated multi-market programmes across marketing, design, development, content and commercial teams, delivering a 255% increase in website traffic, a 74% increase in leads and a 25% reduction in digital-update turnaround time.

KEY SKILLS

Digital Project Management | Web and Digital Delivery | Requirements Gathering and Scope Definition | Roadmap, Milestone and Dependency Management | Agile and Sprint Coordination | Stakeholder and Vendor Management | Resource and Delivery Planning | Project Governance and Reporting | QA, UAT and Release Management | Digital Transformation Delivery | UX and Customer Journey Optimisation | CMS and Web Operations | Conversion Rate Optimisation | Benefits Tracking and Performance Reporting | Cross-functional Team Leadership | Budget tracking | Change management | Supplier performance management.

PROFESSIONAL EXPERIENCE

THE DIGITAL CHANGE PROJECT SCHOOL, LONDON

Digital Marketing Consultant (Volunteer) | Dec 2025 – Present

- Manage the school website, CMS content and landing pages to support awareness, enquiry generation and future student enrolment.
- Conduct website audits, UX reviews and content-quality checks, prioritising improvements across navigation, page content, SEO and conversion journeys.
- Coordinate website enhancement work through requirements gathering, stakeholder alignment, QA, UAT and release, maintaining visibility of actions, dependencies and delivery status.
- Maintain a prioritised backlog of website improvements and coordinate delivery against agreed objectives.
- Establish baseline website KPIs covering traffic, engagement, landing-page conversion and enquiry generation.
- Manage CRM, email and website touchpoints to improve the prospective-student journey.

THIRD BRIDGE, LONDON

Senior Digital Marketing Manager | Mar 2025 – Sep 2025

- Partnered with content, demand generation, revenue operations and web teams to define and prioritise website improvement requirements.
- Coordinated website audits, UX reviews and technical SEO initiatives, translating findings into actionable delivery recommendations.
- Managed requirements relating to content, technical SEO and website optimisation, coordinating stakeholders through review and implementation.
- Ensured website content and digital communications met brand, accessibility, regulatory and GDPR standards.

GREYSTAR, LONDON

Digital Operations Manager, Global | October 2023 – December 2024

Digital Marketing Manager | November 2020 – October 2023

- Managed concurrent website and digital business-service projects across 15+ markets and 100+ properties.
- Gathered requirements, defined scope, prepared technical briefs and coordinated delivery across business, marketing, design, development and external partners.
- Maintained project plans covering milestones, resources, risks, issues, dependencies and launch readiness.
- Coordinated QA, UAT, defect management and release approvals.
- Improved website governance and publishing processes, reducing digital-update turnaround time by 25%.
- Managed stakeholder communications, competing requests and regional priorities.

MBU CAPITAL, LONDON

Digital Marketing Manager | 2017 – 2020

- Led the redesign and optimisation of customer-facing property websites, introducing virtual viewing and online booking.
- Coordinated stakeholders and external development partners from discovery and requirements through delivery, testing and launch.
- Improved the digital lead funnel through landing-page, content and user-journey optimisation.
- Increased website traffic by 255% and lead generation by 74% within 12 months.
- Reduced digital marketing expenditure by 16% while maintaining traffic and lead-generation performance.

AVZONES LOTRONICS, LONDON

Lead Digital Designer | 2015 – 2016

- Led the design and development of e-commerce websites, ensuring alignment with business objectives and customer experience requirements.
- Managed website updates, content publishing, and ongoing optimisation initiatives.

- Collaborated with marketing and commercial teams to improve website usability, customer engagement, and online conversion performance.
- Produced digital assets, marketing materials, and campaign content supporting online growth objectives.

WAKANOW.COM

Country Online Marketing Manager | 2011 – 2013

- Managed website and microsite development using HTML, CSS, JavaScript, PHP and MySQL.
- Coordinated content, development and marketing teams to improve website performance and acquisition.
- Led content, email and social-media activity and managed a Digital Analyst and Copywriter.
- Reduced Google PPC expenditure by 50% while maintaining acquisition performance.

BRITISH COUNCIL

Assistant Marketing Manager, Digital | 2009 - 2011

Regional Webmaster – Sub-Saharan Africa | 2007 – 2009

- Managed multiple regional websites across Sub-Saharan Africa, coordinating content publishing, stakeholder requests and issue resolution.
- Coordinated website governance, content QA and adherence to organisational standards.
- Delivered training and guidance to regional stakeholders on web-publishing best practice.

EDUCATION & PROFESSIONAL CERTIFICATIONS

- HubSpot Email Marketing Certification – 2020
- Google Digital Garage Certification – 2019
- Diploma in Social Media Marketing, Shaw Academy – 2015
- Master CIW Designer Certification – Certified Internet Webmaster Consortium – 2010
- Project Management Certification, APM – 2008
- Bachelor of Technology (B.Tech) Physics Electronics – Federal University of Technology Akure (FUTA)

TECHNICAL SKILLS

CMS: WordPress, Sitecore, Kontent.ai, Magento, Drupal

Analytics and optimisation: Google Analytics (GA4), Adobe Analytics, Google Search Console, Google Tag Manager, Looker Studio, Power BI, A/B testing, CRO

Web technologies: HTML, CSS, JavaScript, PHP, MySQL, Bootstrap

Project Management & Delivery: Jira, Trello, Asana, Figma

CRM and marketing technology: HubSpot, Salesforce, Mailchimp, Microsoft Dynamics.