

HENRY EMUWAWON

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SENIOR DIGITAL MARKETING & TRANSFORMATION MANAGER

Digital Strategy | Demand Generation | CRM | SEO | CRO | Marketing Operations

Senior Digital Marketing and Transformation Manager with 17+ years of experience leading digital strategy, demand generation, website optimisation, SEO, CRM, email marketing and digital governance across professional services, real estate, education and travel. Experienced in leading cross-functional teams, managing agencies and translating commercial goals into measurable digital programmes. Delivered a 255% increase in website traffic, a 74% increase in leads, a 50% reduction in PPC expenditure and a 30% reduction in manual reporting effort.

KEY SKILLS

Digital Marketing Strategy | Demand Generation | SEO and Technical SEO | PPC and Paid Media | Email Marketing | CRM and Lifecycle Marketing | Website Optimisation | Conversion Rate Optimisation | Content Strategy | Digital Analytics and Reporting | Campaign Planning and Measurement | Digital Transformation | Stakeholder and Vendor Management | Cross-functional Team Leadership | GDPR and Accessibility.

PROFESSIONAL EXPERIENCE

THE DIGITAL CHANGE PROJECT SCHOOL, LONDON

Digital Marketing Consultant (Volunteer) | Dec 2025 – Present

- Develop and implement the school's digital marketing plan to increase awareness, qualified enquiries and future enrolment.
- Manage website content, landing-page optimisation, UX reviews and CRO activity across the prospective-student journey.
- Build CRM and email nurture workflows to support enquiry engagement and follow-up.
- Manage Mailchimp campaigns, audience segmentation and performance reporting.
- Establish campaign and website KPIs to support evidence-based optimisation and decision-making.
- Coordinate digital content and social media activity to improve campaign consistency and visibility.

THIRD BRIDGE, LONDON

Senior Digital Marketing Manager | Mar 2025 – Sep 2025

- Partnered with content, web design, demand generation, revenue operations and

commercial teams to improve website visibility, reporting and campaign performance.

- Developed and executed SEO strategy across technical SEO, on-page optimisation, keyword research, competitor analysis and content planning.
- Increased non-brand organic traffic by approximately 18% and improved average rankings across target keywords.
- Improved campaign and performance-reporting accuracy, reducing manual reporting effort by approximately 30%.
- Conducted site audits and KPI reviews, identifying and resolving 40+ technical, content and crawlability opportunities.
- Maintained GDPR-compliant email and digital communication processes, including consent and unsubscribe requirements.

GREYSTAR, LONDON

Digital Operations Manager, Global | October 2023 – December 2024

Digital Marketing Manager | November 2020 – October 2023

- Led digital operations and website strategy across 15+ markets and 100+ web properties.
- Delivered strategic digital guidance to local and global stakeholders, aligning website, content and digital-platform improvements with commercial objectives.
- Managed website, domains, hosting, CMS workflows and digital business-service projects, improving operational control and continuity.
- Directed website development, maintenance and optimisation activity across regional markets.
- Improved publishing workflows and digital standards, reducing turnaround time for updates by 25%.
- Partnered with marketing, technology, design, development and external agencies to deliver digital initiatives.
- Monitored user journeys, web-to-lead conversion, website performance and brand consistency across markets.

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.