

HENRY EMUWAWON

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DIGITAL MARKETING OPERATIONS MANAGER

CRM Workflows | Marketing Automation | Process Governance | Digital Platforms

Digital Marketing Operations and Transformation Manager with 17+ years of experience improving digital processes, campaign reporting, CRM workflows, website operations and customer journeys. Experienced in HubSpot, Salesforce, Mailchimp, CMS platforms, analytics, GDPR-conscious communications, marketing reporting and cross-functional delivery. Delivered improvements including a 30% reduction in manual reporting effort, a 25% reduction in digital-update turnaround time and a 74% increase in leads. Strong at translating business requirements into governed, measurable digital processes.

KEY SKILLS

Marketing operations Campaign Operations | Process Improvement | Governance and SOPs | Campaign Reporting | KPI and Dashboard Development

CRM and automation CRM Management | Marketing Automation | Email Workflows | Nurture Journeys | Audience Segmentation | Lead and Enquiry Tracking | Consent Management

Platforms HubSpot | Salesforce | Mailchimp | Microsoft Dynamics | CMS Platforms | GA4 | Looker Studio | Power BI

PROFESSIONAL EXPERIENCE

THE DIGITAL CHANGE PROJECT SCHOOL, LONDON

Digital Marketing Consultant (Volunteer) | Dec 2025 – Present

- Build and maintain CRM and email nurture workflows for prospective-student enquiries.
- Manage Mailchimp audience segmentation, campaign setup, consent processes and performance reporting.
- Define baseline measures for engagement, enquiry conversion and follow-up effectiveness.
- Document campaign processes and reporting requirements to improve repeatability and governance.
- Coordinate website, CRM and email activity across the prospective-student journey.

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

- Coordinated digital operating processes across 15+ markets, improving consistency of website governance, publishing workflows and performance reporting.
- Translated business requirements into actionable briefs for marketing, web, design and development teams.
- Developed and maintained digital processes, documentation and governance frameworks to improve delivery efficiency.
- Worked with marketing and commercial stakeholders to identify reporting and process improvements.
- Managed cross-functional digital resources and external partners to deliver multiple concurrent initiatives.

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.