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WEBSITE OPERATIONS & CMS MANAGER

Website Strategy | CMS Governance | UX | SEO | CRO | Digital Delivery

Website Operations and CMS Manager with 17+ years of experience managing enterprise websites, digital platforms and multi-market web operations for global organisations including Greystar, Third Bridge, British Council and Wakanow. Experienced in web roadmaps, CMS governance, content publishing, request prioritisation, SEO, CRO, accessibility, UX reviews, agency management, QA/UAT and release management. Managed digital operations across 15+ markets and 100+ web properties, improving publishing efficiency, governance, user journeys and lead-generation performance.

KEY SKILLS

Website Operations | CMS Administration | Website Roadmaps | Web Governance | Content Publishing | Requirements Gathering | Web Request Prioritisation | UX and Customer Journeys | SEO and Technical SEO | CRO | Accessibility and GDPR | QA/UAT | Release Management | Agile Delivery | Agency Management | Web Analytics | HTML, CSS and JavaScript

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, qualified enquiries 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 enhancements from requirements gathering through QA, UAT and release, working with stakeholders and technical resources.
- Establish baseline 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 | March 2025 – September 2025

- Partnered with content, demand generation, revenue operations and web teams to prioritise

website improvements and digital delivery requirements.

- Conducted website audits, content reviews and UX assessments, identifying opportunities to improve usability, organic visibility and engagement.
- Managed technical SEO and website optimisation initiatives, including requirements definition, content-gap analysis, keyword research and on-page improvements.
- Produced website performance reports and recommendations for marketing and commercial stakeholders.
- 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

- Owned the website enhancement backlog across 15+ markets and 100+ web properties, translating business requirements into prioritised technical briefs.
- Supported website roadmaps by tracking scope, timelines, resources, risks, dependencies and release requirements.
- Coordinated concurrent web projects from requirements gathering through QA, UAT and launch.
- Managed web-request intake, stakeholder prioritisation, production issues and agency coordination.
- Developed website governance, publishing processes and documentation, reducing turnaround times for updates by 25%.
- Monitored user journeys, website performance and conversion metrics to identify optimisation opportunities.

MBU CAPITAL, LONDON

Digital Marketing Manager | 2017 – 2020

- Led the redesign and optimisation of customer-facing property websites, introducing virtual viewing and online booking functionality.
- Managed website enhancement projects from requirements through delivery, coordinating internal stakeholders and external development partners.
- Integrated SEO, PPC, social media, email and website optimisation into digital marketing activity.
- 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, aligning functionality and user experience with business objectives.
- Managed website updates, content publishing and ongoing optimisation initiatives.

- Collaborated with marketing and commercial teams to improve usability, customer engagement and online conversion.

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 customer acquisition.
- Managed online marketing operations across content, email and social media.
- Led a multidisciplinary team comprising 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 publishing, updates and stakeholder requests.
- Coordinated website governance, content QA and adherence to organisational web standards.
- Supported digital campaigns and online communications through website management and optimisation.
- Delivered training and guidance to regional stakeholders on web-publishing standards.

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.