

# Emanuel de Freitas

## Digital Manager

London, UK

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[Portfolio Website](#)

[LinkedIn](#)

### About

A highly technical multi skilled hands-on digital manager with exceptional skills in HTML, CSS, SEO and accessibility with a strong ethos of analytically based decisions when creating digital products, with a proven ability in managing large-scale websites. Exceptional at planning and managing websites to increase audience engagement, using both technical and non-technical skills to produce websites that fit both user and business requirements.

### Technical Skills

- HTML/CSS/JavaScript
- WCAG accessibility
- SEO technical and non-technical
- Google Analytics, Tag Manager, Data Studio
- Adobe Photoshop, illustrator, InDesign
- Digital Signage
- Mimsy and FileMaker
- Terminal Four, ModX, Wordpress, Shopify and Woo Commerce

### Essential Skills

- Problem Solver
- Team Player
- Creative
- Collaborative
- Effective Communicator
- Attention to detail
- Time Management

### Qualifications

- Google Analytics Individual Qualification, Google
- The Fundamentals of Digital Marketing, Google
- An Introduction to JavaScript Programming and DOM Scripting, City University London
- UX/UI Design, Academy Class
- Institute of Leadership and Management (ILM) Level 5 Award in Management, City and Guilds

### Education

September 2023 – June 2006  
London Metropolitan University  
Multimedia bsc

September 2002 – July 2003  
North Westminster School  
AVC Business Studies

### Work Experience

#### Digital Manager at London Metropolitan University

May 2023 – Present

- Manage two Digital Marketing Co-ordinators and a Senior Web Developer.
- Lead point of contact for colleagues requiring web support and provide guidance on best practice for the publication of all digital content
- Designed, developed and project managed the build of a brand-new course template for over 400 course pages with multiple stakeholders across the university, including an external agency.
- Delivering SEO optimisation on all pages across the university website both technical and non-technical with an external agency and other internal stakeholders.
- Ensuring accessibility across the website is at least WCAG AA standards with a push towards AAA compliance.
- Project managing digital marketing developments with key stakeholders across the university.
- Lead user of Google Analytics, Google Tag Manager and Looker Studio. Manage views, properties, tag audit creation and deployment

#### Bloomberg Tech Fellow at Digital Accelerator Programme

May 2022 – April 2023

- Making strategic improvements to our technology infrastructure so that we can continue to reach and engage new audiences with dynamic programming.
- Working with a tech mentor to build a 5 year budget forecast, a project charter describing long and short term goals with key milestones and presenting my plan to the trustees including how the project will align to the organisations aims and objectives while migrating risks.
- Writing up pre KPIs to assess further down the line.
- Commissioning a design agency to build an asset library that I have translated to a digital component library to build new templates across the website as part of the rebrand overhaul of the gallery.

#### Digital Manager at National Portrait Gallery, London

June 2020 – April 2023

- Managing the website including project microsites by keeping it accurate, up to date and to meet clear accessibility guidelines with over 16.7 million page views and 4 million visitors online a year.
- Created an award winning website Hold Still with the Duchess of Cambridge and Kensington Palace which has attracted over 6.5 million page views and generated over 54k from publication sales.
- Designed pages using CSS and HTML with a user-first approach to attract over 9% more users than last year. In the process of create a digital component library to build new templates and share with developers.
- Working with colleagues across the organisation to improve the overall digital experience online and onsite, being advisor on digital with over 200 employees.
- Driving up impact through product design, content and functionality and seen the website attract over 15% more users on last year.
- Creating statistical dashboards for all staff and reporting monthly on website figures so that we are all able to make better-informed decision on digital products using Google Analytics and Data Studio.
- Removing broken links and spelling mistakes across the website fortnightly to keep the website error free.
- Managing digital inbox to respond to website queries on a daily basis with over 10,000 emails a year
- Managing two digital officers

#### New Media Manager at National Portrait Gallery, London

August 2012 – May 2020

- Transforming and redesigning over 10 new/existing templates within ModX (CMS) using CSS at zero cost to the organisation.
- Promoting digital activities daily across the organisation by creating banners for the website.
- Managing public facing interactives both in London and nationally.
- Digital advisor to the organisation on all digital products
- Leading accessibility changes on the website through HTML, CSS mark up and colour contrast changes to over 8,000 pages.
- Launching mobile site with responsive design
- Producing KPIs for digital activity across the organisation using Google Analytics and Excel.
- Working with others in the organisation on the digital strategy through discussion and group sharing workshops.
- Managing a team of two others and training an apprentice from the ground up who had no previous experience.