

ADAM KNIGHT

Senior Digital Consultant | Higher Education Marketing | Digital Projects

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Personal Summary

Senior digital consultant with over 20 years of contract experience leading digital transformation across the higher education and public sectors. Specialising in digital strategy, UX and IA design, web content governance, and stakeholder engagement, I deliver scalable, user-centred solutions with measurable impact. Known for bridging strategic vision and hands-on delivery, I'm valued for my calm leadership, quality focus, and ability to embed lasting digital change across complex institutions.

Core Competencies

- Higher Education Digital Strategy
- Website Design, Management & Optimisation
- Digital Project & Product Management
- UX & Information Architecture Design
- Web UX Strategy & Conversion Optimisation
- CMS Transformation & Content Governance
- SEO Strategy, Reporting & Web Analytics
- Team Leadership & Change Management
- Digital Marketing Strategy & Campaigns
- Stakeholder Management (Internal & External)
- Content Management & Development
- Branding, Digital & Graphic Design
- CRM Implementation & Data Integration
- Marketing Automation & Email Platforms

Tools & Platforms

CMS: WordPress, TerminalFour, Squiz Matrix, Episerver, TradeIT

Project Management: Trello, Slack, Jira, MS Planner

CRM / Email: SITS E:Vision, Responsys, Silverpop, Mailchimp, Adestra

Analytics & Reporting: Google Analytics, SiteImprove, MS Clarity

Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Technical: HTML, CSS, jQuery (working knowledge)

Video/Audio: Premiere Pro, After Effects, Logic Pro, Wavelab

Professional Experience

Imperial College London / Imperial Business School

Digital Project Manager (Contract) | Aug 2024 – Aug 2025

- Led key discovery and delivery projects for business-critical website components
- Managed CMS (T4) developments and UX enhancements across core student recruitment web pages
- Led end-to-end redesign of all student recruitment landing pages
- Oversaw large-scale course search improvement initiative
- Liaised with agency partners on UX, wireframing and user testing

Digital Marketing Manager (Contract) | Sept 2023 – Aug 2024

- Owned performance and SEO strategy for Study site (~200k monthly sessions)
 - Line managed 3 direct reports, including recruitment and onboarding of successor
 - Delivered 'offer holder' microsite strategy and specification
 - Embedded team helpdesk process, improving internal workflow efficiency
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Staffordshire University

Digital Project Manager (Contract) | Mar 2023 – Jun 2023

- Led end-to-end redesign of Research site section
 - Delivered UX research, IA mapping, stakeholder interviews, and final specification
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LSBU (London South Bank University)

Senior Digital Marketing Manager (Contract) | Nov 2022 – Feb 2023

- Delivered launch of rebuilt course and school web pages
 - Scoped full website rebuild project and CRM custom form integration
 - Led web team restructure and recruited new hires to support delivery (line managed 3 direct reports)
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St George's University

CRM Implementation Lead (Contract) | Mar 2022 – Oct 2022

- Directed migration from Akerio to SITS E:Vision CRM
 - Defined adoption roadmap, privacy compliance, training, and long-term governance
 - Authored CRM process manual and coordinated rollout across departments
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The University of Law

Content Lead / IA Designer (Contract) | Mar 2019 – Jun 2020

- Led all content migration for multi-agency website rebuild (including CMS move)
 - Delivered site-wide IA, staff directory build, CMS training, and beta launch
 - Results: +65% time on site, +71% conversion rate, +40% lead generation
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Freelance (Condensed)

Freelance Digital Consultant | 1999 – Present (Concurrent with Contracts)

- Website design, build and management with SEO and content strategy
- Digital marketing campaigns across web, email and social media channels
- Branding and digital design for online and print assets
- Event and project management for community and cultural initiatives
- Stage management and sound engineering for festivals, ongoing clients include Guilfest, Worpfest, SweetHomeFest, Yellow Moon Festival

Freelance Website Portfolio

- [Straws in the Wind](#)
- [Fleetwood Bac](#)
- [Matt Pearce & The Mutiny](#)
- [Freeform Therapy](#)
- [Julia K](#)
- [Vermilion Road Consulting](#)

Earlier Career Highlights (Condensed)

Motolegends – Digital Marketing Exec / Web Manager | 2016–2018

RDT – Digital Marketing Exec | 2014–2016

Regus – CRM Technical Delivery Exec | 2012–2014

Education & Training

- Various 'LinkedIn Learning' courses provided by Imperial College London (2023-25) – topics include Digital Project Management, Digital Strategy, Digital Transformation, Effective Leadership, Digital Marketing
- Silverpop Certified Email Deployment (Engage) – 23-module training (2012–13)
- A-Levels & GCSEs, George Abbot Sixth Form (1997–99) – A in Economics, Art