

HUZAIFAH LUNAT

huz_lunat@hotmail.co.uk | 07907 387317 | West Yorkshire | [linkedin.com/in/huzaifahlunat](https://www.linkedin.com/in/huzaifahlunat) | huzafahlunat.co.uk

PROFESSIONAL SUMMARY

A results-driven Digital Project Manager with over five years of hands-on experience in front-end development, now channelling deep technical expertise into leading digital projects from discovery through to delivery. Proven ability to manage cross-functional teams, coordinate Agile sprints, and align stakeholder requirements with technical execution — having worked directly within product, design, marketing, and CRM teams throughout my development career. My technical foundation means I can translate complex requirements into realistic delivery plans, identify risks early, and maintain credibility with engineering teams. Experienced with Jira, Trello, sprint planning, backlog refinement, and stakeholder communication across e-commerce and digital platforms.

SKILLS

Project management: Agile & Scrum methodologies, Sprint planning & backlog refinement, Stakeholder communication & management, Risk & issue tracking, Project lifecycle management (SDLC), Hybrid project management, Requirements gathering & scoping, Cross-functional team coordination, Jira, Trello, Task prioritisation & resource planning, Documentation & status reporting

Technical: HTML5, CSS3, JavaScript, React, Front-end architecture, Magento 2, Shopify, WordPress, API integration, Performance monitoring (Google Analytics, New Relic), A/B & multivariate testing, Git & version control, Figma & Adobe Creative Suite, Mobile-first & responsive development

Soft skills & delivery: Mentoring & team development, Blocker resolution & escalation, Client & vendor liaison, Data-driven decision making, Process improvement, Time management across multiple workstreams

EXPERIENCE

Digital Project Manager / Front-End Developer | Joe Browns *05/2022 – Present*

- Managed end-to-end delivery of complex Magento 2 digital features across full project lifecycles — from requirements gathering and sprint planning through to production release — ensuring on-time delivery within Agile workflows.
- Led sprint planning, backlog refinement, and task prioritisation sessions using Jira and Trello, coordinating deliverables across cross-functional teams including Digital Design, CRM, Marketing, Product, and Bloomreach CMS.
- Acted as a key liaison between technical and non-technical stakeholders across 4+ cross-functional teams (Digital Design, CRM, Marketing, and Product), translating business requirements into actionable development tasks and managing expectations throughout each project.
- Owned the delivery of an SMS functionality and marketing automation project, coordinating requirements, development, testing, and rollout to improve customer engagement workflows.
- Mentored up to 2 junior developers, setting coding standards, reviewing work, and unblocking delivery bottlenecks — improving team output and reducing rework across sprints.
- Coordinated A/B and multivariate testing programmes with product and marketing teams, managing prioritisation, implementation, and analysis of results to support data-driven decisions.
- Collaborated with product and marketing stakeholders to define, scope, and prioritise requirements for social proofing and content automation features, balancing business goals with technical constraints.

- Monitored site performance using Google Analytics and New Relic, identifying issues, coordinating fixes, and reporting outcomes to stakeholders — contributing to a 20%+ improvement in page load performance and measurable uplifts in engagement and conversion.

Junior Project Manager | Global Storage & Distribution

11/2020 – 04/2022

- Coordinated a portfolio of 10+ cross-functional digital and operational projects, managing timelines, milestones, and dependencies to ensure on-time delivery aligned with business objectives.
- Managed requirements gathering with national and international clients, clarifying project scope, setting expectations, and ensuring deliverables met agreed quality and timeline standards.
- Partnered with the internal web team on the planning and rollout of new digital components, running sprint ceremonies and tracking progress in Jira to maintain delivery momentum.
- Maintained live project tracking across multiple workstreams using Trello, providing stakeholders with clear visibility of progress, priorities, and blockers.
- Produced and owned project documentation including meeting notes, status reports, and issue logs, ensuring governance standards and audit trails were maintained throughout.
- Proactively identified risks, dependencies, and delivery blockers, escalating issues and driving resolution with relevant stakeholders to protect project timelines.
- Managed communications end-to-end across 5+ internal and external stakeholders, providing regular progress updates, coordinating approvals, and keeping all parties aligned throughout the project lifecycle.

Web Developer | Doozy Vape Co

08/2019 – 11/2020

- Owned the end-to-end management of a WooCommerce e-commerce platform, coordinating content updates, product launches, and technical improvements to keep the site performing and up to date.
- Led SEO improvement initiatives — scoping and prioritising work across product pages, sitemaps, and metadata — resulting in a ~25% improvement in organic visibility and search rankings.
- Conducted regular site audits to identify technical issues, managing fixes and reporting on site health improvements to the wider team.
- Analysed traffic and sales data to identify trends and opportunities, translating findings into actionable changes that improved product listings and drove an estimated ~0.5% uplift in conversion performance.
- Collaborated with the design team to scope and deliver mobile-responsive product pages, managing briefs and feedback cycles to align output with brand guidelines.

Web Developer | Sweven Plates

05/2018 – 07/2019

- Led the full project lifecycle for a Shopify e-commerce build — from initial client requirements and wireframing through to development, UAT, launch, and ongoing maintenance.
- Managed client approval processes at each project stage, presenting wireframes and prototypes to ensure alignment with goals before proceeding to development.
- Coordinated and executed user acceptance testing (UAT), managing bug identification, resolution, and sign-off before go-live.
- Provided post-launch maintenance and optimisation, managing updates, security patches, and performance improvements to maintain site stability.

EDUCATION

BSc (Hons) Multimedia Studies Web Development / Design — 2:1

2019

University of Huddersfield