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# ROB WATSON

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## PERSONAL PROFILE

Since 2007, I've worked for some of London's best digital ad agencies including **DARE**, **Ogilvy** and **POSSIBLE**. I believe the web should be for everyone and care about accessibility, speed and SEO. Since 2015, I've been contracting as a WordPress & Frontend developer creating custom themes, plugins and Headless CMS's with WordPress. I am happy to work onsite or remotely.

## SKILLS

- **WordPress** - Advanced: Plugins, Themes, Headless CMS, PHP, MySQL
- **HTML** - Advanced: HTML5 / WAI-ARIA
- **CSS** - Advanced: Scss / Sass / Less / Bootstrap / Foundation / CSS Grid/Flexbox
- **JS** - Intermediate: JavaScript (ES6+), jQuery
- **Other** - Docker, Gulp, Git, GitHub Actions, Google Analytics (GTM, GDPR Compliant tracking), C-Panel, Plesk.

## EXPERIENCE

### UIC Digital, London – Lead WordPress Developer (Contract)

NOVEMBER 2022 – April 2025 – UIC Digital is an agency located in East London.

- **Headless WordPress Developer**
  - Headless CMS for BBC.com
  - Multiple Custom WordPress Plugins including custom Gutenberg Blocks
  - CMS powered both the international version (.com) of the website and the International mobile apps
- **Tools:**
  - WordPress, WP REST API, Gutenberg

### MBA Stack, London – Lead WordPress Developer (Contract)

APRIL 2022 – OCTOBER 2022 – MBA Stack is a digital agency located in the heart of Covent Garden.

- **WordPress Developer**
  - Custom theme for Synamedia (<https://www.synamedia.com/>)
  - Custom site plugins
  - Custom built page builder using ACF Pro.
- **Tools:**
  - WordPress, Docker, HTML5, CSS3, JS, Gulp, NPM, GIT, WP Engine

## **Boulder Group, London – Lead Developer (Contract)**

DECEMBER 2021 – APRIL 2022 – In 2021, XPONO rebranded as Boulder Group which comprises 3 agencies, Big Rock, Pebble Studios and LAVA.

- **WordPress Developer**
  - Setting up a new white-labelled CMS using wordpress with custom Gutenberg blocks, now used as the base for all WordPress projects built by LAVA.
  - Built a custom theme for Chain IQ (<https://chainiq.com/>), including custom post types, taxonomies, Gutenberg blocks and site plugin, the frontend includes Greensock Animations (GSAP).
- **Consultancy**
  - Set up new developer guidelines and in-house processes such as bug tracking, technical briefs and server setup, including automated deployments via GitHub Actions.
- **Tools:**
  - WordPress, Docker, HTML5, CSS3, JS, Gulp, NPM, GIT, GitHub Actions

### **Career Break: October – December 2021**

## **The Sole Supplier, London – Lead WordPress Developer (Contract)**

JANUARY 2019 – SEPTEMBER 2021 – Sole Supplier is the leading platform for Sneakerheads to grab the latest news and deals for the hottest sneakers around.

- **Maintenance:**
  - Originally I was hired to maintain and speed up their current websites which were built using traditional WordPress themes and a lot of off the shelf plugins
- **Headless WordPress CMS:**
  - Built a new whitelabeled/single codebase to be used across the entire organisation (Sole Supplier & Sole Womens)
  - Custom site plugin which included all of the required post types, taxonomies and security enhancements
  - Resigned the entire dashboard interface to help speed up content editors workflow, while also reducing the amount of data they need to input. This was achieved by utilising ACF Pro to its full potential and with smarter use of shared components
  - Legacy data was then imported via SQL and mapped to the new custom fields to ensure all existing content was still available
  - The CMS provides content to the websites and iOS apps. It's also possible to expand this by adding an Android app or POS/Billboard support if required
  - Improved documentation for every element of the build, this enabled both devs and content creators to have reference points
- **ACF Pro Reference Project:**
  - This is a reference project that shows WP developers the faster WP core functions (`get_post_meta`) alternatives to use instead of the slower ACF Pro functions (`get_field`), this was extremely useful when dealing with sites which might require a full reindex
- **Tools:**
  - WordPress, WP REST API, Docker, HTML5, CSS3, JS, Gulp, NPM, GIT, JIRA, Confluence

## Other Employment

- **Contract Roles**
  - **XPONO** (OVER 20 REPEAT BOOKINGS BETWEEN 2016 & 2019) - Lead Developer
  - **KAYAK / Momondo Group** (MARCH 2017 - OCTOBER 2018) - WordPress Developer
  - **Oasis Fashion** (JANUARY - FEBRUARY 2017) - Web Developer
  - **Diginut** (SEPTEMBER 2018) - WordPress Developer
  - **Brand & Deliver** (SEPTEMBER 2016) - WordPress Developer
  - **Suburb** (JULY - AUGUST 2016) - WordPress Developer
  - **POSSIBLE** (JULY - SEPTEMBER 2015 & MARCH - APRIL 2016) - Web Developer
  - **Pixeled Eggs** (OCTOBER 2015 - JANUARY 2016) - WordPress Developer
- **Permanent Roles**
  - **Ogilvy** (JUNE 2012 - MARCH 2015) - Technical Lead
  - **DARE** (JANUARY 2007-JUNE 2012) - Technical Account Lead
    - I started here as a Junior Developer

References are available on request

## AWARDS

### Brand & Deliver

- **dotCOMM Awards** (2017) Platinum x 3 - 'Meet the Radeon Creators' (AMD Pro)
- **VideoAwards** (2017) Distinction - 'Meet the Radeon Creators' (AMD Pro)
- **MARCOM Awards** (2017) Gold Award - 'Meet the Radeon Creators' (AMD Pro)

### Ogilvy

- **Marketing Magazine:** Direct Agency of the Year 2012

### Dare

- **Campaign Magazine:** Digital Agency of the Year 2010
- **Campaign Magazine:** Digital Agency of the Decade 2009
- **Campaign Magazine:** Digital Agency of the Year 2007
- **Marketing Magazine:** Digital Agency of the Year 2007

### Personal

- **Kent Fire & Rescue Service:** Fire Service Commendation (2010)

## EDUCATION

### Angley School, Cranbrook

SEPTEMBER 1991 - JUNE 1998

- Advanced GNVQ in Business (SEPTEMBER 1996 - JUNE 1998)
- 9 GCSEs (SEPTEMBER 1991 - JUNE 1996)

## INTERESTS

Outside of work I have a keen interest in football (Watching), gig going, travel and collecting records.