

ROB WATSON

Headless CMS / Frontend Developer

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hello@robwatson.net
London, UK

SUMMARY

I built my first website in 1999, I started my developer career in 2004, moving to London in 2007 where I've since worked for some of the leading digital advertising agencies. In 2015 I went contracting as a WordPress & Frontend developer creating custom themes & plugins. For the past few years I've been creating Headless CMS's with WordPress for the likes of the BBC, Momondo & Sole Supplier.

In that time I've led development teams and projects from start to finish, assisted with the design and setup of infrastructure. I also believe the web should be for everyone and care about accessibility, speed, SEO & usability.

EXPERIENCE

Lead Headless WordPress Developer

- UIC Digital - Nov 2022 - Apr 2025

Led a team of developers building a headless CMS for content curators working on [BBC.com](https://www.bbc.com) and BBC mobile apps (40 Million+ unique daily users).

I built a number of custom WordPress plugins, post types/taxonomies/user roles which all integrated with Gutenberg and the WP REST API. Had daily interactions with key stakeholders in the project in the UK, USA and Asia, and presented completed work to the wider team (around 300 people) every sprint.

Lead WordPress Developer

- MBA Stack - Apr 2022 - Oct 2022

Solo developer on a custom WordPress theme & plugins for Synamedia. This included creation of a page builder using ACF Pro, I regularly had contact with the client directly. <https://www.synamedia.com/>

Lead Developer

- Boulder Group - Dec 2021 - Apr 2022

Sole developer setting up a reusable White Label WordPress starter pack for all future projects, this allowed for rapid set up for prototyping/development.

I was also the sole developer on the creation of a WordPress site for ChainIQ. This included the training of clients and chatting through potential options to make their ideas come to life. <https://chainiq.com/>

Consultancy was also key in this role, suggesting new working methods, setting up coding standards and version control systems.

Lead WordPress Developer

- Sole Supplier - Jan 2019 - Sep 2021

Initially I was employed in to help with speeding up a traditional WordPress site, This then turned into a full rebuild of the site, making the CMS headless to power both the React Frontend and IOS app. This meant a full SQL import that included mapping old custom fields to newly created ones. This project also led to the creation of an internal reference site for swapping out ACF Pro functions (get_field) with the faster WP core functions (get_post_meta).

After launching the Sole Supplier had vastly improved SEO with greater click through rates, vital for any affiliate based website.

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OTHER EMPLOYMENT

Contract Roles

KAYAK / Momondo Group (Mar 2017 - Oct 2018) - WordPress Developer

Oasis Fashion (Jan - Feb 2017) - Web Developer

Diginut (Sep 2018) - WordPress Developer

XPONO (Over 20 repeat bookings since 2016 - Lead Developer

Brand & Deliver (Sep 2016) - WordPress Developer; The site I built here, 'Meet the Radeon Creators' (AMD Pro) won 5 awards,, dotCOMM Awards (Platinum x3), a Distinction at the VideoAwards & a Gold at the MARCOM Awards.

Suburb (Jul - Aug 2016) - WordPress Developer

POSSIBLE (Jul - Sep 2015 & Mar - Apr 2016) - Web Developer

Pixeled Eggs (Oct 2015 - Jan 2016) - WordPress Developer

Permanent Roles

Ogilvy (Jun 2012 - Mar 2015) - Technical Lead

DARE (Jan 2007-Jun 2012) - Technical Account Lead. I started here as a junior and moved up through the ranks, by the time I left I was in charge of the Vodafone & Sony accounts from a technical point of view.

Blu Hippo / Mind Failure (2004-Present) - Freelance/Contractor

SKILLS

WordPress, REST API, Gutenberg, ACF Pro, WP-CLI

PHP, Laravel

HTML, CSS, JS

GIT, Docker

WAI, GA4, Affiliate Tracking, SEO, Schema

EDUCATION

Angley School, Cranbrook, Kent

- Advanced GNVQ in Business (Sep 1996 - Jun 1998)
- 9 GCSEs (Sep 1991 - Jun 1996)

REFERENCES

References are available on request

PASSIONS

I travel whenever I can and try to include my other passions, music and football where possible. If there is a game or gig I can catch, I will. I attend around 50 gigs a year, sometimes more and have amassed over 4,000 records since I started collecting when I was just 16. My team is Liverpool FC, once a Red, always a Red.

BRANDS

BBC, Vodafone, Sony, British Airways, Barclays, Barclaycard, Land Rover, American Express, KAYAK, The AA, BP, British Gas, AMD, Unilever, Becks, IHG, PlayStation, BNP Paribas, BT Sport, BT, Momondo, Cailler, Oasis, New Look, Savills, Sainsburys