

Rob Watson

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Personal Statement

I'm a self-motivated technical manager & developer with a hands-on approach to all aspects of a project. I have led development teams, nurtured the careers of many and managed multi million pound projects from a technical point of view. Over the past two decades I have worked for a wide variety of London's premier advertising agencies, on some of the world's biggest brands, producing award winning work, on time and on budget. I'm client facing and love working in cross discipline teams.

Experience

UIC Digital - CMS Lead (Nov 2023 - Mar 2025)

Development:

- Headless CMS developer for [BBC.com](https://www.bbc.com) (40 million unique daily users)
- Import of existing articles, approximately 1.5 million items
- Design of custom endpoints for WP REST API used by the Frontend, Middleware & mobile/tablet apps (IOS & Android)
- Custom Gutenberg blocks integration with frontend React components
- PR Reviews

Technical Project Management:

- JIRA: SCRUM sprints, kanban boards, user stories, backlog refinement & pruning of tickets
- Confluence: API docs, technical & user manuals, sprint reviews, release notes, coding standards
- Liaised with global key stakeholders to produce the project roadmap
- Budgeting & costings (Excel/Google Sheets)
- Training of content editors & presenting completed work to the wider team (300+ people)

Team Leadership:

- Led the CMS team, this included running team meetings, stand ups with cross discipline teams and retrospectives at end of sprints, dealing with any issues which arise within the team
- Technical representative for key stakeholder meetings
- Interviewing developers

MBA Stack - CMS Developer (Apr 2022 - Oct 2022)

Development:

- Custom WordPress theme & plugin for synamedia.com
- GDPR Implementation and compliant tracking with Google Analytics & GTM
- Set-up of GTM tags, triggers & variables for event tracking

Technical Project Management:

- Training of client to in the use of GTM, keeping any new tracking GDPR compliant,
- Customised GTM user guide

Boulder Group - Technical Lead (Dec 2021 - Apr 2022)

Development:

- Code reviews of 3rd party developers based in Ukraine
- Fullstack development (Frontend, PHP, WordPress, SQL, GSAP animation) chainiq.com
- Maintenance of servers (AWS/S3, cPanel, DNS)
- SEO / Schema.org / Analytics (GA & GTM) / Hubspot
- Version Control: GIT, branching strategies

Technical Consulting:

- Costings
- Training of clients
- Documentation: Scope of work, deployment plans, requirements docs, coding standards

Team Leadership:

- Technical representative for client meetings & pitches

Sole Supplier - CMS Lead (Jan 2019 - Sept 2021)

Development:

- Headless white-labeled CMS development
- Design of WP REST API for Frontend, Middleware & IOS app
- Import of existing data (75,000+ articles) via SQL import script
- Integration with Algolia and Middleware
- Infrastructure design
- PR Reviews

Technical Project Management:

- JIRA/Monday: Kanban board set up, user stories, backlog & refinement
- Confluence: technical documentation, ScssDoc
- I ran daily standups, team and retrospective meetings
- Interviewing developers

XPONO - Technical Lead (20+ bookings between 2016 & 2019)

Development:

- PRs/Code reviews
- Fullstack development (Frontend, PHP, WordPress, SQL), white-labeled development
- Maintenance of servers (AWS/S3, cPanel, DNS)
- SEO / Analytics (GA & GTM) / Hubspot

Technical Consulting:

- Version Control: Version control (GIT), branching strategies
- Documentation: Scope of work, dev resources
- Version Control: Version control (GIT), branching strategies
- Templates for scope of work, deployment plans, requirements docs

Team Leadership:

- Oversight of developers from 3rd party agencies based in India & Romania

Other employment:

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- Kayak/Momondo Group - WordPress Developer (Mar 2017 - Oct 2019)

- Diginut - WordPress Developer (Sept 2018)
- Oasis Fashion - Web Developer (Jan - Feb 2017)
- Brand & Deliver - WordPress Developer (Sept 2016)
- Suburb - CMS Lead (Jul - Aug 2016)
- Pixeled Eggs - WordPress Developer (Oct 2015 - Jan 2016)
- POSSIBLE - UX Developer (Jul - Sept 2015 & Mar - Apr 2016)
- Ogilvy - Technical Lead (Jun 2012 - Mar 2015)
- DARE - Technical Account Lead (Jan 2007 - Jun 2012)

Skills

- PHP, MySQL, SQL, WordPress, WP-CLI, WP-REST API, Headless CMS, custom themes & plugins. Post Types, Taxonomies, ACF Pro
- HTML5, WAI-ARIA, WCAG
- CSS3, Sass, Scss, Less, SassDoc, Bootstrap, Foundation, CSS Grid, Flexbox, Tailwind CSS
- JavaScript, ES6+, React (beginner), TypeScript (beginner), Gulp, Yarn, Webpack,
- Docker, Git, Github actions, Plesk, c-Panel, AWS, S3, DNS
- Google Analytics, Google Tag Manager, Hubspot, SEO, Schema.org
- Software: JIRA, Bugzilla, Monday, Trello, Confluence, PhotoShop, Illustrator, Sketch, Figma, InVision, Miro, TeamRetro, Reetro, Google Docs, Outlook, Excel

Education

Angle School Cranbrook

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

Personal Awards

In 2010 I was awarded a **Fire Service Commendation**, this was presented to me by Peter Coombs, the then Chief Fire-Office of Kent Fire & Rescue Service for 10 years service as a Fire-fighter.

Interests

Outside of work I have a keen interest in football, mainly Liverpool FC. live music, I attend around 50 gigs a year and travel. I also collect records which I've been doing since I was 16 years old.

References

Are available on request