

ANDREW R. WATSON

Senior Manager, Web Development & Digital Experience

704-900-9754 | hello@iamanjru.com | Charlotte, NC | linkedin.com/in/anjru

OVERVIEW

Director-level digital experience leader with 12+ years driving growth across complex B2C and B2B ecosystems. Proven track record of optimizing high-value customer journeys, improving conversion, and scaling digital platforms across 60+ web properties. Experienced in leveraging customer behavior, experimentation, and cross-functional alignment to drive measurable impact across traffic, revenue, and engagement. Known for building scalable operating models, aligning stakeholders, and translating data-driven insights into enterprise digital strategy.

PROFESSIONAL EXPERIENCE

Senior Manager, Web Development | Nutramax Labs, Lancaster, South Carolina Dec 2023 – March 2026

Led a team of developers to rebuild and scale a multi-site web ecosystem supporting 60+ B2C and B2B properties, focusing on performance, architecture, and delivery efficiency.

- Built and implemented agile development processes (standups, sprint planning, intake workflows), increasing team output and improving on-time delivery from ~41% to 93%+
- Re-architected frontend development framework into a lightweight, scalable system, improving site quality scores from D to A+ and enabling faster, more reliable deployments
- Accelerated speed-to-market by 75%, enabling faster optimization of customer journeys and campaign performance across 60+ digital properties
- Developed reusable, SEO-optimized templates that reduced landing page build time from 2 weeks to under 48 hours
- Delivered sub-1-second page load speeds across rebuilt properties, significantly improving user experience and site performance
- Improved team efficiency and reduced rework by over 90% through standardized development processes and clear ownership across project lifecycles
- Established QA standards and release processes to improve code quality, reduce post-launch issues, and support consistent delivery across 60+ sites
- Led performance and technical SEO strategy to improve discoverability, site experience, and conversion across key customer entry points, driving 30%+ growth in traffic
- Supported high-impact website rebuilds that contributed to up to 35% increases in traffic and revenue through improved UX, performance, and site architecture
- Built centralized performance dashboards leveraging customer and site behavior data to inform optimization strategies and improve decision-making across stakeholders
- Collaborated with IT, Legal, and Marketing to ensure ADA compliance, security standards, and scalable infrastructure across all web properties
- Analyzed user behavior and site performance to identify friction points across key purchase paths, informing UX, navigation, and content improvements that increased engagement and conversion

UI & Frontend Developer | Arizona Beverages, Woodbury, New York March 2022 – Jan 2024

Focused on building scalable frontend systems and improving development efficiency across Shopify-based ecommerce experiences.

- Developed and implemented reusable Shopify components and standardized frontend architecture, reducing landing page build time by over 50% and enabling scalable campaign execution
- Eliminated redundant development work by introducing modular page structures, allowing updates to individual sections without full page rebuilds
- Improved site performance, SEO alignment, and analytics tracking to support high-volume campaign execution across multiple digital initiatives

ANDREW WATSON

- Collaborated with design and marketing teams to deliver high-performing, conversion-focused web experiences
- Integrated third-party tools and services (including Klaviyo, Store Locator, and loyalty platforms) to support customer engagement and retention initiatives
- Improved development workflow and cross-functional collaboration, increasing team efficiency and reducing delivery bottlenecks
- Supported ecommerce merchandising and product presentation enhancements to improve user experience and overall site performance

Senior Manager of Web Development | Bedgear, Farmingdale, New York June 2020 – March 2022

Rebuilt and optimized a high-traffic ecommerce website, improving performance, accessibility, and user experience to support global growth and digital visibility.

- Led re-architecture of global ecommerce platform, improving scalability, site performance, and digital customer experience
- Established QA processes, development standards, and accessibility compliance (WCAG), improving site quality and reducing post-launch issues
- Partnered with marketing teams to optimize digital experiences, supporting ecommerce growth and paid media performance
- Improved cross-functional collaboration and delivery timelines through standardized agile workflows

Junior Web Developer, Assistant Manager | Kiss USA, Port Washington, NY Jan 2017 – June 2020

Transformed a low-performing website into a stable, scalable e-commerce platform that grew to over \$1M in monthly revenue.

- Stabilized underperforming e-commerce platform (imPRESS Manicure), resolving critical downtime issues and improving site reliability from frequent outages to consistent availability
- Partnered with stakeholders, design, content, and analytics teams to improve user experience and support digital campaigns driving both online and in-store purchases
- Led full website rebuild using Magento 2 with a custom frontend, transforming a poor-performing site into a scalable e-commerce platform
- Increased online revenue from ~\$5K/month to six figures within 3 months post-launch by improving UX, checkout experience, and site performance
- Expanded platform into a Magento multisite by integrating multiple domestic and international catalog sites, enabling centralized e-commerce operations across brands
- Contributed to scaling digital revenue to \$1M+ monthly for the KISS brand through improved platform performance, site architecture, and cross-functional collaboration

EDUCATION

Bachelor of Science - Cyber Security Operations | University of Arizona | June 2028

Bachelor of Science - Web Design & Mobile Development | Full Sail University | June 2016

Associate of Science - Graphic Design Technology | Miami Dade College | Jan 2012

ANDREW WATSON

CORE SKILLS

Web Development & Architecture	Frontend Architecture	Component-Based
DevelopmentScalable Web Systems	Responsive Design	Traditional CMS Architecture
Headless CMS Architecture	Web Performance Optimization Core	Web Vitals
Technical SEO	Page Speed Optimization	Site Reliability & Stability
CMS & Platform Management	Shopify	Magento (Adobe Commerce)
WordPress	Webflow	Headless CMS (Directus)
Agile Delivery & Development Scrum	Sprint Planning	Backlog Management
QA & Release Management	Development Workflows	API Integrations & Systems
Third-Party Integrations	Ecommerce Systems	Payment & Subscription
Integrations	Analytics & Performance Tracking	Google Analytics (GA4)
Google Tag Manager	Google Search Console	Performance Monitoring
Cross-Functional Collaboration	Team Leadership	Developer Mentorship
Stakeholder Communication	Project Ownership	Web Experience Strategy
Customer Experience Strategy	Accessibility Compliance	Agency & Vendor Management

TECHNICAL SKILLS

CMS & Platforms: Wordpress, Shopify, Magento (Adobe Commerce), Nexteral, Webflow, Headless CMS | Analytics & Performance Measurement: Google Analytics (GA4), Google Tag Manager, Google Search Console, SEO Tools (SEMrush, Screaming Frog) | Lifecycle & Customer Marketing: Klaviyo, CRM segmentation and lifecycle marketing platforms | Ecommerce & Digital Optimization: Shopify, PDP optimization, Conversion Rate Optimization (CRO) | Customer Experience & Reviews: Yotpo, Trustpilot, Bazaarvoice | Collaboration & Project Management: Wrike, Asana, Jira, Microsoft Teams, Slack, SharePoint | Business & Productivity Tools: Microsoft Office (Excel, PowerPoint, Word, OneNote, Visio) | Google Workspace (Sheets, Docs, Slides, Drive)