

ANDREW R. WATSON

Web & Digital Experience Leader

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OVERVIEW

Director-level Web & Digital Experience Leader with 12+ years driving enterprise web platforms as secure, scalable growth engines. Proven track record improving conversion, SEO performance, and digital engagement across complex multi-site ecosystems. Experienced in experimentation, A/B testing, and data-driven optimization, partnering cross-functionally with marketing, product, and engineering teams to deliver measurable business outcomes.

PROFESSIONAL EXPERIENCE

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

Lead web strategy and digital experience across 60+ B2C and B2B properties, driving SEO, conversion optimization, and performance through experimentation and cross-functional collaboration.

- Built and operationalized agile delivery infrastructure from the group up (standups, sprint planning, and end-to-end campaign workflows), transforming a previously unstructured environment into a scalable execution engine across 60+ B2C and B2B web properties
- Increase team productivity and reduced rework by over 90% by standardizing workflows from campaign intake through launch and KPI tracking
- Accelerated speed-to-market initiatives by 75% by streamlining cross-functional collaboration across Marketing, Product, Analytics, UX design, IT, Legal, and Project management teams
- Elevate project execution accountability by 76% by introducing milestone governance, sprint discipline, and performance tracking across project management functions
- Led transformation of web development architecture to a lightweight, data-driven framework, embedding accessibility, performance and SEO best practices at the system level and improving site quality ratings from D to A+ within 30 days post-launch
- Enabled 30%+ ToT growth in organic and paid traffic across rebuilt brand properties by modernizing frontend architecture and prioritizing SEO and performance optimization at scale
- Cut landing page delivery time from 2 weeks to 48 hours by building scalable, SEO optimized templates and streamlining development and QA workflows, enabling rapid campaign and product launches
- Delivered sub-1-second page load speeds across the new stack, improving user experience and supporting high-velocity marketing execution
- Drove up to 35% MoM and YoY growth in traffic and revenue through high impact website rebuilds focused on UX optimization, performance improvements and conversion optimization strategies
- Built centralized KPI dashboards and reporting frameworks, increasing visibility into performance, improving cross-functional alignment, and enabling data-driven decisions-making across stakeholders

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

Led development and optimization of consumer-facing digital platforms, enhancing user experience, accelerating campaign execution, and supporting product discovery and engagement initiatives.

- Reduced landing page delivery timelines from 2 weeks to 4 days (50%+ improvement) by replacing one-off designs builds with reusable Shopify components and standardized stylesheets, enabling scalable campaign execution across all initiatives
- Eliminated redundant development work by introducing modular page architecture, allowing rapid updates to individual sections within requiring full page rebuilds
- Improved team efficiency and campaign velocity by systematizing frontend development workflow and aligning closely with design and marketing teams

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- Led integration of Klaviyo to establish lifecycle marketing (email/SMS), enabling automated customer journey across acquisition and retention funnels
- Drove 3x growth in email subscriber lists by integrating loyalty (LoyaltyLion) and subscription-based initiatives into the customer experience
- Increased campaign engagement by archiving ~20% open and click-through rates through close collaboration with design and content teams on email strategy and execution
- Support high-volume campaign execution across all marketing initiatives by improving frontend performance, SEO alignment and analytics tracking
- Developed conversion-focused web experiences to improve engagement and support CRO efforts
- Collaborated with marketing and SEO teams to optimize digital campaigns, tracking, and site performance
- Supported online merchandising and product presentation improvements to enhance user experience and drive conversion across multiple platforms

Senior Manager of Web Development | Bedgear, Farmingdale, NY 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

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

Associate of Science - Graphic Design Technology | Miami Dade College

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CORE SKILLS

Web & Digital Experience Strategy	Ecom & Customer Journey Optimization	Conversion Rate Optimization
Accessibility (WCAG/ADA) Compliance	Integrated Campaign Development	Cross-Functional Leadership
Ecommerce Growth Strategy	Customer Experience Strategy	Web Marketing Analytics (G4A)
Technical Seo (Core Web Vitals)	Multi-Site Platform Management	Content Strategy & Architecture
Digital Platform Performance QA	Digital Platform Security QA	Agile Delivery & Roadmap
Backlog Management	Agency & Vendor Management	P&L Management

TECHNICAL SKILLS

CMS & Platforms: Wordpress, Shopify, Magento (Adobe Commerce), Nextural, 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)