

# CHRISTIAN WATTS

eCommerce Manager

## DETAILS

### ADDRESS

Ettalong Beach NSW

### PHONE

0404 722 792

### EMAIL

chris@cdw-digital.online

## LINKS

[cdw-digital.online](http://cdw-digital.online)

[YouTube](#)

[LinkedIn](#)

## SKILLS

WooCommerce Development

Cin7 Omni-channel fulfillment

Agile IT Project methodology

Business Development

Marketing Strategy Execution

Systems Integration

Multimedia Production

## PROFILE

Intelligent & highly adaptable nerd with expertise in eCommerce development, systems integration and omni-channel fulfilment.

I am a keen problem solver who thrives in challenging situations, am team-oriented and ever reliable.

## EMPLOYMENT HISTORY

Special Projects Manager, Wicked Weasel Bikinis Pty Ltd MULLUMBIMBY NSW

Jan 2022

**Wicked Weasel Bikinis Pty. Ltd. is an omni-channel apparel house.**

**[wickedweasel.com](http://wickedweasel.com)**

Reporting directly to the COO, I am Assigned to numerous eCommerce development tasks, with a primary focus on:

- Developing inventory & logistic systems for omni-channel fulfilment incl 3PL,
- Building out complex eCommerce front-ends,
- Internal Process development & staff training,
- Implementing a customer support systems,
- AI Projects Coordination.

Microminimus Manager, Wicked Weasel Bikinis Pty Ltd

Feb 2017 — Nov 2021

**In this diverse role, I led a team of off-shore web developers & support staff. We were tasked with**

- Managing the VIP community platform microminimus.com,
- Developing a WooCommerce store for the new label,
- Integrating various payment and fulfilment systems,
- Market research, strategy development & execution,
- Operation of the Wide-format fabric printer,
- Multi-media content creation.

A.I. tools development

---

Excel / Google Sheets formulas

---

Google Workspace / Slack

---

ActiveCampaign / MailChimp

---

Adobe Photoshop

---

WordPress Multisite

---

Google Analytics

---

## HOBBIES

---

Mountain biking, motorcycling,  
vehicle maintenance,  
gardening, photography &  
videography, selling online

Publisher & Director, Dining Out &  
Entertainment Guide

Gold Coast

Jul 2014 — Jul 2018

**Dining Out is a franchised publication distributed widely through Gold Coast, Brisbane, Hunter Valley, Port Stephens & Central Coast.**

During my four-year tenure I successfully managed all aspects of print production for the franchisees, along with, marketing, photography, graphic design & distribution for the entire franchise group.

---

## COURSES

---

Fundamentals of Digital Marketing, Google

Jan 2022

Graphic Design, CATC

Jan 2009 — 2009

Year 12 HSC, Woy Woy High School

Jul 1998

---

## REFERENCES

---

References available upon request

---

## INTERNSHIPS

---

Web Developer, Seed Savers Foundation

Byron Bay NSW

Jan 2013

I lived on-site with the Seed Saver's in their glorious gardens in Byron Bay, developing a shop and information portal to their wealth of horticultural knowledge.

<https://seedsavers.net>