

Eric Nagel

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Summary

Eric Nagel is a business-savvy technology executive with experience in programming and online marketing going back to 1999. He is passionate about developing applications that allow businesses, teams and individuals to achieve their goals through automated tools and access to actionable data.

Skills

- Online Marketing: Affiliate Marketing, SEO, Analytics
- Technical: PHP, MySQL, Amazon Web Services, mTurk
- Management: Entrepreneurship, Strategic Planning, Remote Workforces

Experience

Partner, Rust Built, Inc.

Buffalo, NY — 2017 - Present

Negotiated and managed the acquisition of multiple business units including Type-A Parent, Resourceful Mommy and Honoway Interactive. Built online tools for the Type-A members-only group, the Tribe, which included custom PHP applications and WordPress plugins.

CTO, FMTC

Austin, TX — 2014 - 2017

Oversaw technology development and maintenance while managing Engineering personnel, budget and resources and actively contributing as an Engineer. Contributes to strategic planning and execution.

Accomplishments

- Cut hosting costs by 75% while increasing reliability and availability
- Brought new products to market
- Streamlined processes to reduce data entry time and increase productivity

Advisor, Affiliate Summit

Manassas, VA — 2015 - Present

Contribute thoughts, opinions, and insights into the planning of Affiliate Summit events, as well as voting on speaker proposals and Pinnacle Awards.

President, Eric Nagel & Associates

Buffalo, NY — 2009 - 2014

Evolved company from full-service website design to affiliate / Internet marketing, building and maintaining revenue-generating web properties (websites). Employ Search Engine Optimization (SEO) and other services such as web analytics, lead generation/landing page design, Paid Search Marketing (PPC), social media and email marketing, blogging, and podcasting to attract customers and generate sales.

Accomplishments

- Achieved page 1 Google rankings for several competitive keywords and increased organic search traffic.
- Named “Top Performing Affiliate” by multiple merchant programs.
- Automated PPC bidding process for over 600 Google AdGroups.

Webmaster, ShopperUK.com

London, UK — 2005 - 2009

Comprehensive role that encompassed project management as well as development of affiliate websites and supporting systems. Led projects through entire project development lifecycle from inception to completion.

Accomplishments

- Provided technical/managerial oversight to development team of local and overseas contractors.
- Migrated portfolio of websites from shared hosting environment to dedicated hosting environment.
- Programmed shopping search engine with parallel queries of multiple data sources.

Manager of Operations, Choice One OnLine

Buffalo, NY — 1999-2005

Promoted to direct all aspects of Web development projects. Developed RFP responses, technical requirements of proposals, and estimated number of development hours. Prepared individual, department and project schedules; coordinated with project managers, graphics designers, web developers, and programmers to deliver final product.

Accomplishments

- Revamped production processes, including the introduction of new scheduling and QA procedures.
- Developed and presented training seminars on eBusiness and website design to help local businesses improve their existing Web presence.
- Helped facilitate rapid growth by providing technical sales support to sales team and technical consulting to large clients.

Certifications

Zend PHP Certified Engineer

2006

Certified E-Commerce Consultant

2005

Master CIW Designer

2003

Disney's Approach to Business Excellence

2017

Education

University of Phoenix

MBA, eBusiness — 2001-2004

Relevant courses include: Managerial Communication, Operations Management, Information Management In Business, E-Business Operations and E-Strategy Formulation And Implementation

SUNY at Buffalo

Bachelor's, Computer Science — 1997-2001