

# ADAM NAGY

## DIGITAL MARKETER

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Digital marketing and eCommerce specialist with over 8 years of experience managing high-performance websites, optimising user journeys, and driving digital sales. Proven track record in supporting product launches, promotional campaigns, and enhancing customer experience on transactional eCommerce websites. Expertise in data-driven analytics, UX improvements.

### RECENT ACHIEVEMENTS

- Led the eCommerce launch of Flight Risk, a new Australian e-bike brand, overseeing website development, product uploads, theme modifications and digital strategy achieving strong initial results.
- Led a full-scale website migration and infrastructure overhaul for Fone King, successfully transferring 4,200+ SKUs to a new Shopify platform while implementing optimised product templates and merchandising strategies.

### PROFESSIONAL EXPERIENCE

#### eCommerce Manager, Fone King, Flight Risk

Nov 2024 - Feb 2025

- Optimised ad performance by setting up and managing Meta, TikTok, and Google Ads, driving an efficient 5.3+ ROAS on Meta and 10 ROAS on Google within the initial launch phase.
- Structured and populated a high-converting Shopify storefront for Flight Risk, ensuring seamless navigation, product visibility, and an optimised customer journey for an improved user experience.
- Conceptualised and led a record-breaking offline marketing campaign for Fone King, successfully executing a world record event for the most screen protectors installed in an hour, driving brand awareness and customer engagement.

#### eCommerce Manager & Brand Owner, The Billion Roses

2015-2023

- Led and managed eCommerce operations, including product uploads, order fulfillment, and customer communication, resulting in increased operational efficiency.
- Executed Google Ads, Facebook Ads, and Instagram Ads campaigns boosting brand visibility and sales.
- Optimised the customer journey through A/B testing, enhanced site navigation, and improved product descriptions and images.
- Utilised Google Analytics and reporting tools to analyse traffic and performance, continuously adjusting campaigns for improved results

### EDUCATION

#### MBA, University of Economics, Debrecen, Hungary

2005-2010

Economist and SMB specialist

#### MBA & MPA, Holmes University, Sydney, Australia

2016-2018

Business administration and Professional accounting

### ADDITIONAL INFORMATION

- **Languages:** English, Spanish (beginner, conversational) Hungarian (native)
- **Certifications:** Google Search Certificate, Certified Meta Buying Professional (in progress, eta march.)
- **Visa status:** Permanent Resident

Clair Bates, CEO, Fone King & Flight Risk  
claire@foneking.com.au | 0406 333 769  
13/02/2025

**To whom it may concern,**

I am pleased to recommend Adam Nagy for any role in eCommerce, digital marketing, or related fields. Adam worked as an **eCommerce Manager** for both **Fone King** and **Flight Risk**, Australia's newest e-bike brand, on a three month contract. During this time, he made a significant impact on our online presence and operations.

At **Flight Risk**, Adam took over the website from the developers, successfully populating it with our range of e-bikes and accessories. He set up and optimized our ad accounts across Meta, TikTok, and Google Ads, along with implementing Google Analytics and creating our Google My Business profile. His digital marketing expertise drove strong initial results, achieving over **5.3 ROAS on Meta Ads** and nearly **10 ROAS on Google Ads**, contributing to a highly successful eCommerce launch.

At **Fone King**, Adam played a key role in the transition to a brand-new website, overseeing the **migration of over 4,000 SKUs** and ensuring the platform was properly structured with new collection and product templates. His attention to detail and strategic execution ensured a smooth transition. Beyond digital, Adam also played a key role in a **record-breaking offline marketing initiative** and successfully led its execution, making it a major success.

Adam is a highly skilled, results-driven, and proactive professional. His ability to **combine technical eCommerce expertise with creative marketing strategies** makes him a valuable asset to any team. I have no doubt he will excel in his next role.

Please feel free to reach out if you require any further details.

**Sincerely,**

**Claire Bates**

CEO, Fone King & Flight Risk  
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