

# WILLIAM JONES

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## Contact

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## Skills

- High net worth client management
- Sales trend forecasting
- Customer retention
- Cost analysis and savings
- Category oversight
- Financial management
- Statistical analysis

My real passion is online sales. Mainly using online sales funnels, email marketing campaigns, social media ads and appointment setting.

I scaled 3 different businesses from 0 to \$50,000+ per month using monthly subscription models.

I scaled 4 Social Media pages from 0 - 1 million + followers.

Mainly focusing on

- Online Trading
- Forex

## Summary

Seasoned General Manager with proven business acumen. Entrepreneurial and quick learner with demonstrated ability to improve workflow efficiency and productivity across multiple levels of organisation. Offers strengths in asset and investment management.

Raised over \$10 Million USD for my partnered Trading Brokers.

Generated over \$700,000 commissions from my clients trading.

Built and maintained a portfolio of High Net Worth clients based in UAE, UK Europe and beyond.

Forex trading expert with 12+ years experience. Visionary executive with progressive Forex, Stock Market, Property and Overseas investments. With background and record of accomplishment. Brings focus on growth, confidence in decision-making and expertise in leading organisations through periods of change and development. Articulate and driven with top strengths in relationship-building, planning and operational problem-solving. Confident general manager and business owner successful at increasing monthly revenue using insightful marketing strategies and aggressive product development. Skilled at understanding customer and employee requests and meeting needs. Further success by strengthening staff training, streamlining internal systems and facilitating sales techniques.

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## Experience

### General Manager

AASC FZCO | Dubai, UAE | Aug 2021 - Current

- Developing strategies and plan for products and services.
  - Development of new business propositions tailored to different segments and customer needs through business products.
  - Forecasting the potential demand for products and service offerings and provide suitable recommendations to Management.

- Crypto
  - Video based training courses
  - Managed / Automated Trading software
  - Real Estate
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## **Education**

- Durham University  
United Kingdom  
Bachelor of Business Administration: Business  
2012
- Graduate in Business and Management
- Byron 6th Form College  
United Kingdom  
A-Levels: Engineering  
2007
- Electrical Engineering A level
- Business systems for technicians
  - Communications for technicians
  - Science for technicians
  - Mathematics for technicians
  - Project Manufacturing
  - Manufacturing systems and technology
  - Primary Forming Processes
  - Engineering materials
  - Engineering drawings
- Byron College

- Identifying new product variants and channels through proposing new ideas and new channels.
- Providing coordination and support to 3500 individual clients and 25 corporate clients
- Formulated growth strategies and delivering a 87% annual return on investment for my clients.
- Generated 73% of additional annual revenue through the introduction of a new product and service portfolio.
- Implementation of marketing strategies resulting in a 32% year-on-year increase in global sales volume by 2023.
- Worked with partners to develop new relationships and identify potential opportunities for new client acquisition.
- Discussed merits and risks of specific investments with clients employing up-to-date knowledge of industrial trends.
- Regularly conducted full market product analyses to advise accurately and responsibly.
- Proactively managed client bookings in accordance with their risk profile.
- Efficiently managed and executed day-to-day administrative tasks.
- Managed investment portfolios for advisory clients.
- Regularly advised clients and informed them of investment opportunities.
- Created client's financial strategies to guide client in establishing and achieving financial goals.
- Promoted services by asking for referrals from current clients, meeting clients at community functions and presenting at financial planning seminars.
- Stayed updated on latest financial products and regulatory changes to provide clients with updated advice.

## **Director**

Self Employed | London, United Kingdom | Jan 2015 - Jun 2021

- Develop and implement investment strategies that align with clients' goals and objectives.
- Conduct research and analysis to identify investment opportunities and risks.
- Monitor and manage investment portfolios on an ongoing basis.
- Evaluate investment performance and use data to inform future investment decisions.
- Conduct market research and analysis to identify emerging trends and

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• Engineering drawings	
Byron College	
United Kingdom	
A-Levels: English	
Literature	
2007	
• Introduction to the	
Study of Literature	
• Exploring texts	
• General Study of Poetry	
and Drama	
• Shakespeare	
• Comparing texts	
• Set texts	

- opportunities.
- Communicate regularly with clients to keep them informed about their investment portfolios and to provide guidance and advice.
  - Collaborate with other investment professionals, such as analysts and traders, to make investment decisions.
  - Manage relationships with third-party investment managers and service providers.
  - Ensure compliance with regulatory requirements and internal policies and procedures.
  - Maintain accurate and complete records of investment activities.
  - Stay up-to-date with industry developments and best practices.
  - Develop and maintain relationships with clients and other stakeholders.
  - Manage investment risk through diversification, hedging, and other strategies.
  - Designed marketing strategy to effectively identify and convert leads.
  - Managed daily operations by overseeing financials, Key Performance Indicators (KPIs) and employee performance.
  - Leveraged network to secure new clients and partnership opportunities.
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## **Accomplishments**

- Sourced, negotiated and secured \$5 million under management from clients both individual and corporate.
- Raised over \$10 million in clients trading for my various partnered trading brokers.
- Started a business from scratch on my own and scaled it to out perform 80% of the worlds top performing hedge funds in terms of return on investment over 10 years.