

# Gilson Paul George

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## Profile

A strategic and results-oriented Business Consultant with over 5 years of experience leading business transformation, operational restructuring, and e-commerce growth. Proven track record of enhancing profitability by redesigning operating models, driving multi-channel revenue growth, and implementing data-driven strategies for B2B and DTC clients.

**Key Strengths:** Strategic Consulting | Financial Acumen | Operations & E-commerce | Business Transformation | P&L Management | Process Re-engineering | Change Management | Cost Optimisation | Supply Chain Management | Go-to-Market Strategy | Budgeting & Forecasting | E-commerce Strategy (DTC, B2B) | Stakeholder Management | Commercial Analysis | CRM implementation | Agency & Partner Management | ROI Analysis | Conversion Rate Optimisation |

## Work Experience

2023-2025	<b>Independent Business Consultant   Ace Watches Inc.</b>	Remote, UK
Recruited by the CEO to spearhead a full-scale business transformation. The primary objectives were to reverse operational inefficiencies, establish a scalable framework for market expansion, and drive revenue across underdeveloped B2B and DTC channels.		
<b>Strategic &amp; Financial Impact</b>		
<ul style="list-style-type: none"><li><b>Operational Restructuring &amp; Cost Optimisation:</b> Led the transition to a remote-first operating model, slashing annual overheads by <b>\$150,000 (approx. £120,000)</b>. This strategic shift liberated 20 hours of the CEO's weekly schedule, directly enabling the successful negotiation of two new strategic partnerships valued at <b>\$250,000 (approx. £200,000)</b>.</li><li><b>Revenue Growth &amp; Market Penetration:</b> Architected and executed a multi-channel digital strategy that expanded the client base by 40% (from 250 to 350 clients) in the first year. Drove a 70% increase in organic web traffic, which now accounts for 30% of all online sales inquiries.</li><li><b>Inventory &amp; Margin Improvement:</b> Overhauled the end-to-end supply chain, reducing carrying costs by liquidating <b>\$65,000 (approx. £52,000)</b> in slow-moving inventory. Improved inventory record accuracy from 65% to 95%, achieving 99% in-stock availability on the company's top 20 best-selling watch models.</li></ul>		
<b>Project Execution &amp; Key Achievements</b>		
<ul style="list-style-type: none"><li><b>Operating Model Design:</b> Engineered a new corporate structure by defining 6 core departments, creating clear role mandates that cut new hire onboarding time from 4 weeks to 2 weeks and reduced order fulfilment errors by 25%, saving an estimated <b>\$10,000 (approx. £8,000) annually</b>.</li><li><b>B2B Channel Development:</b> Generated an average of 10 highly qualified B2B leads per quarter using LinkedIn Sales Navigator, building a new sales pipeline valued at over <b>\$120,000 (approx. £96,000)</b>.</li><li><b>Agency &amp; Partner Management:</b> Directed external marketing agencies with a combined budget of <b>\$50,000 (approx. £40,000)</b>, enforcing strict KPIs to ensure a minimum 3:1 return on advertising spend (ROAS).</li></ul>		
2022-2023	<b>Independent Operations Consultant   New York Jewelry Inc.</b>	Remote, India
Retained by the executive team to establish the company's first offshore division in India. The mission was to create a cost-efficient operational hub from scratch that could seamlessly integrate with US headquarters, enabling the business to scale its global operations.		
<ul style="list-style-type: none"><li><b>Strategic Offshoring &amp; Cost Reduction:</b> Architected and launched a 20-person Indian operational division, reducing associated operational costs by 60% and delivering annualised savings of approximately <b>\$100,000 (approx. £80,000)</b>.</li><li><b>Rapid Team Deployment:</b> Led the end-to-end talent acquisition strategy, successfully building a 10-person team (Customer Support, Data Entry, Graphic Design) within 90 days and <b>10% under the allocated \$50,000 (approx. £40,000) budget</b>.</li><li><b>Performance &amp; Process Excellence:</b> Engineered a new cross-continental project management workflow, accelerating project delivery between the US and India by 30%. Established core KPIs and SLAs that improved average task completion times by 25% in the first quarter.</li></ul>		
2020-2022	<b>Independent E-commerce Lead   Ace Watches Inc.</b>	Remote, India
Recruited to build the e-commerce channel from the ground up with full P&L ownership, transforming the brand's digital presence into a primary revenue driver.		
<ul style="list-style-type: none"><li><b>P&amp;L Management &amp; Profitability Growth:</b> Held full ownership of the e-commerce P&amp;L, driving <b>+24% YoY revenue growth (from \$500k to \$620k / approx. £400k to £496k)</b>. Simultaneously improved the channel's profit margin by <b>+12%</b> through strategic promotions and data-driven pricing.</li></ul>		

- **Conversion Rate Optimisation (CRO):** Lifted site-wide conversion by **+19%** and mobile conversion by **+15%** by leveraging Google Analytics and Content Square to resolve critical UX friction points, reducing cart abandonment by 11%.
- **Customer Acquisition & CRM:** Grew CRM-attributed revenue by **+22%** by implementing automated marketing triggers. Architected a data-led sampling strategy that boosted trial-to-purchase conversion by **+21%**.
- **Inventory & Supply Chain Control:** Maintained **99% product availability** during peak seasons through precise demand forecasting. Reduced out-of-stock instances on core products by **32%**, directly improving inventory turnover.

2019-2020

**Virtual Assistant | Wishup Technology Private Limited**

Remote, India

Provided high-level administrative, marketing, and data analysis support to multiple international clients, delivering measurable efficiencies that influenced client-side business decisions and marketing ROI.

- **Data Analysis & Business Intelligence:** Engineered dynamic dashboards in MS Excel to transform raw client data into actionable insights. Managed data scraping and cleaning for market research projects, processing datasets of over 10,000 entries with a 99% accuracy rate.
- **Digital Marketing & Campaign Management:** Managed multi-channel digital marketing campaigns (PPC, Email, SMS) for e-commerce clients, driving a **15% increase in customer engagement** and a **10% uplift in campaign-driven revenue**.
- **Strategic Market Research:** Delivered a critical comparative analysis of 10+ Learning Management Systems (LMSs) for a Boston-based e-learning company, directly informing their final technology investment decision.
- **Process Improvement & Team Mentorship:** Authored new training materials and mentored 2 junior Virtual Assistants. Implemented workflow improvements for multiple clients, resulting in an average time saving of **5+ hours per week per client**.

2018-2019

**Media Research Analyst | Carma International India Private Limited**

Delhi-NCR, India

Transformed raw media data into strategic intelligence for leading brands, enabling clients to optimise campaign performance, understand competitive positioning, and refine content strategy.

- **Campaign Performance Analysis:** Co-developed and delivered dynamic monthly, quarterly, and annual reports for clients in the consumer goods, entertainment, and finance sectors, translating complex media data into actionable content strategy refinements.
- **Competitive Intelligence:** Specialised in the OTT video vertical, creating a content measurement matrix that benchmarked 5+ major competitors, directly informing client strategies for capturing market share.
- **Data Integrity & Quality Assurance:** Implemented final quality checks on media monitoring data, **reducing reporting errors by 25%** and improving data consistency across the team.

2017-2018

**Associate Analyst, Quality Assurance | GlobalLogic**

Delhi-NCR, India

- Executed qualitative data analysis on large datasets to train machine learning models for a leading search engine client, with the objective of improving search algorithm performance.
- Applied complex and evolving quality assurance methodologies to evaluate search query results, directly contributing to a project aimed at refining search relevance and the end-user experience.

## Education

2023-2024

**M.B.A. International Business**

University of Birmingham

Birmingham, UK

2011-2015

**B. Tech in Electrical Engineering**

Mahatma Gandhi University

Kerala, India

2015-2017

All India Civil Services Examination

Preparation break

Delhi, India

## Certifications

- Advanced Certificate Program in Full Stack Software Development. (2021-2022)
- Social Media Data Analytics by Rutgers the State University of New Jersey on Coursera. (2019)
- Electrical System Design. (2015)

## Additional Information

- IT Tools: MS Office, Google Workspace, Asana, Monday, Google Analytics, Channel Advisor, Helium10, Magneto, Finale Inventory, Brandboom, Shopify.
- Languages: English: fluent; Hindi: fluent; Malayalam: mother-tongue.
- Interests: World politics and diplomacy, Football, Technology, Board games, Hiking.

References upon request