

Name: **FIONA CINCOTTA**  
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## PROFILE

Fiona has more than 10 years retail trading experience, including 7 years as a market analyst and 2 years as a European Sales Trader at a leading global retail trading brokerage. She provides commentary and insight on financial markets, as well as the broader economy and is regularly quoted in national press and specialist publications. Fiona has also enjoyed regular TV appearances across the globe on Fox Business, Sky News and CNBC South Africa among others. She is fluent in Spanish.

## KEY SKILLS & EXPERTISE

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- Financial Market Knowledge
- Analytical thinker
- Report writing & social media skills
- OTC products, Equities, Indices, FX, Options
- Derivative sales- face to face and telephone
- Fluent Spanish speaker
- Institutional (B2B), High Net Worth (HNW), Retail
- PR, Communication and presentation
- QCF Level 6
- Management level experience

## EXPERIENCE

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### **Self Employed Financial Market Analyst & FX Writer**

**October 2014 –Present**

- Researching and analysing daily moves in the financial markets to produce high quality market commentary for client communication via email and for website content.
- Posting up to date market commentary on social media platforms, across US, UK, FX and commodity markets, inspiring trading ideas and engaging with clients.
- Liaise with content manager/ marketing team to deliver required material.
- Draft articles for press with tight deadlines, respond to journalist requests.
- Strong technical understanding of financial markets and asset classes.

#### **Summary of achievements:**

- Published by the Reuters, the Telegraph, the Guardian and many specialist publications on a regular basis.

### **Freelance Translator & Editor**

**May2014 – Present**

- Working freelance for a translation agency, providing translation services from Spanish into English, for clients such as Bank of Colombia, Accenture and Google among others.
- Strong written communication skills, attention to detail and an excellent command of the English language.
- Editing and proofreading mother tongue text.

#### **Summary of achievements:**

- Proven ability to translate a high volume of complicated texts such as financial, legal and official documentation, in a short turnaround time.
- Consistently rated 5/5 for work submitted.

### **City Index - London**

**June 2006 – April 2014**

City Index is one of the world's leading derivatives brokers, transacting in excess of 1.5 million trades every month for individuals and brokers in over 50 countries worldwide.

### **Team Leader Relationship Management & Market Analyst**

**April 2012 – April 2014**

- Managed team work flow, distribution of incoming work, managing expectations, deadlines and prioritising.
- On-going monitoring and analyses of team progress and individual performance, driving team in line with corporate targets.
- Handling of and interviewing for appraisals, probations, recruiting and identifying training needs.
- Provided clear and concise information to senior management concerning team performance and progression.
- Analysed market news to write reports for [www.cityindex.co.uk](http://www.cityindex.co.uk) and commentaries for specialist publications.
- Received PR and interview training, gave regular live TV market interviews for Fox Business, Sky News, Reuters Insider and CNBC.

#### **Summary of achievements:**

- Successfully launched the "On Boarding" desk, including initial definition of targets, performance objectives and analysis of client journey.
- Initiated morning meeting to discuss market events and team performance.
- Selected to represent the company at industry and networking events such as the Moneyshow and the London Investor show.

### **Relationship Management & Market Analyst**

**April 2009 –April 2012.**

- Responsibility for increasing the number of active clients in line with company key performance indicators.
- Responsibility for producing and analysing client trading reports to identify leads.
- Initiated and successfully implemented new ways to tap the client database.
- Objection handled clients, re-igniting their interest in the markets, discussing upcoming market opportunities, economic data, companies reporting and different trading strategies. Cross-selling appropriate products and markets, encouraging referrals.

#### **Summary of achievements:**

- Top earner of risk free revenue in 2011 totalling over £540,000. Highest number of conversions in any one-month in 2011 (179 accounts reactivated in one month). 13% year on year increase in number of conversions from 2010 to 2011.

### **European Sales Trader**

**May 2007 – April 2009**

- Responsibility for executing trading transactions on behalf of clients via telephone or internet console on a broad range of markets, keeping within the risk parameters of the relevant risk desks.
- Discussed key market events, economic data and companies reporting with clients to facilitate their trading decisions.
- Transacting margin closeout trades to avoid exposing the business to undue financial risk.
- Responsibility for maintaining risk management knowledge and adhering to the firm's compliance with applicable laws, regulations and codes of conduct together with reporting control weaknesses, illegal, suspicious or unusual activity.

#### **Summary of achievements:**

- Excelled under the pressure of trading during the collapse of Lehman Brother's bank, when trading volumes were the highest in company history.
- Successfully built and nurtured good working relationships with customers acting as a primary contact for a portfolio of clients.
- Completed highest number of internet console based trades in 10 out of 12 months in 2008.

### **Client Services Associate**

**June 2006 – May 2007**

- Responsibility for executing account-based instructions and handling all trade queries.
- Provided quality, first-line technical support in respect of online and mobile platforms, telephone, chats and email communications whilst escalating any complaints in line with company procedure.
- Educated clients on products, the platform and trading margined products.
- Attended training on customer acceptance procedures, financial crime, anti-money laundering, fraud prevention and business risk avoidance policies.

#### **Summary of achievements:**

- Pro actively participated in the development of a comprehensive training manual for client services.
- Successfully built and nurtured good working relationships with Spanish broker client, aiding with back office queries.
- Demonstration of a high level of knowledge of the product being traded and market influences led to an invitation to join the trading desk.

### **Teacher of English as a Foreign Language Self-Employed**

**March 2005 – May 2006**

**Must Have IT, Caudwell Group**

**Purchase Ledger Clerk (Temporary)**

**Aug. 2004 – Nov. 2004**

**First National Bank, G.E Capital**

**Reconciliation Clerk (Temporary)**

**July 2003 – Sept. 2003**

## **PROFESSIONAL DEVELOPMENT & QUALIFICATIONS**

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- **Chartered Institute Securities & Investments CISI – Private Client Investment Advice & Management - Merit (2012)**
- **Chartered Institute Securities & Investments CISI – Investment and Risk (2011)**
- **Chartered Institute Securities & Investments CISI – Securities Certificate – Rules and Regulations, Securities**
- **BSc Hons (2:1) in Management Science and Spanish – University of Southampton (2000/04)**
- **Distinction in Erasmus placing – Universidad de Granada, Spain (2003)**
- **Achieved three A Levels & nine GCSEs – Dr Challoner's High School**
- **Duke of Edinburgh Gold Award**

## **IT SKILLS & SPECIALIST SOFTWARE**

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- Reuters, Fidessa, Memsource
- MS Windows – Word, Excel, PowerPoint & Outlook