

Peter Lee – C.V - *Solution focused. Honest and reliable - I won't let you down.*

I am a Client Account Manager, Entrepreneur, and Business Founder. I have achieved demonstratable success in a competitive environment whilst managing multinational and start-up business accounts across a variety of sectors, cultures, and continents, including the Construction sector, Arts, Education and Literature, Non-profits, Health and Wellness, Armed Forces, as well as creating and running a successful E-commerce product company, generating sales \$1,783,330,07 over a six-year period.

Career History

Entrepreneur, Business Development, Operations and Marketing Manager, Team Leader, Brand development – 2015 - Current. In 2015 I created an online gift company, Sacred Lotus Love, to meet the demands of the growing health and wellness sector.

Key Responsibilities:

- Marketing, strategy implementation, SEO, Facebook Ads, Google Ads, Manychat, Click Funnels, Pinterest, Influencer Campaigns.
- Amazon PPC – Spend \$235,700 USD generating 26,483 orders, \$934,723 USD of revenue ACOS 25.22% over 5 years
- Identify roles required for growth, recruitment, outsourcing and managing teams internationally
- Brand concept, design and creation
- Market research, product design, testing
- Sourced suppliers, established relationships lasting 7 years in China, Turkey, and Indonesia
- Source and managed Influencers to promote products and drive sales
- Manage movement of stock to US, EU, AU, SG, from China, Turkey, Indonesia, for Import, Export, Tax, Shipment Solutions, Warehouses, Delivery Companies
- Partnered with Amazon FBA, Deliverr, Walmart, and others, adhering to policies and local, state and national level laws and terms of service as required.

Key Achievements:

- **Generated sales exceeding \$1,783,330,07 USD** over a seven-year period
- Won '**Rhino Award**' by generating **\$250,000 USD** in one month of sales
- Business valuation at 1.2m end of third year of business
- Advertising cost of sale average 25%

Employed Experience

Recruitment Consultant – 2011-2014 (London) Harris Hill Recruitment – Senior Recruitment Consultant + Client Account Manager. Responsible for the recruitment and client relations such as UNICEF, Save the Children, Mencap, Action Against Hunger, University of Arts London, Ovarian Cancer Action, The Tate and The British Museum.

Key Responsibilities:

- Recruited within the streams of high net worth, Major Donor, Corporate, Trusts, Digital and Individual Giving fundraising, but also Direct Marketers, Media and PR and Communications Roles
- Negotiated fees with new and existing clients
- Qualified client needs
- Briefed and led Database Resource teams to conduct proactive, creative searches including linking with local colleges and universities to achieve success
- Developed new business relationships with client visits and presentations
- Won 8 exclusive contracts against rival agencies

Key Achievements:

Successfully placed 3 candidates following consultation on client needs, when one position was initially believed suitable

- **Placed 3 candidates in first month of working in a new sector**
- **32 placements equal to 126k GBP + total billings**
- Grew account from 5 cold clients to 40 actively engaged and employed client relations

2007-2010 (Nottingham) Linsco Recruitment – Construction Sector – Recruitment Consultant

- Account manage current contracts to ensure repeat business
- Growing and maintaining a database of qualified professionals including Trades and Labour, Project ^{MAN}Managers, Site Managers and Engineers.
- Pitched our services to site managers to gain new business
- Recruitment, training and developing the resource team
- Source, recruit, advise and place Temporary staff across all Construction roles
- Provided one on one assistance and motivation to colleagues not meeting sales and call targets
- Created a network of reliable and respected temporary workers under a buddy system ensuring highest attendance of staff on site
- Grew account desk from 10 – 40 clients
- Offered promotion in first 3 months to Consultant and Resource Manager on account in recognition of ability and achievement
- Set standard of excellence for resourcing
- Recruited and trained two resources, standardised the Resourcing procedures and database entry for efficient use

Support Worker, Mental Health and Homelessness.

Look Ahead Housing and Care (London) 2011-2012 - Worked to improve the lives of residents with drug, alcohol and mental health issues, rough sleepers, and re-offenders

- Awarded Support Worker of the Year, 2012 – Selected from over 2000 staff across London.
- Led the winning housing project team to win Project of the Year 2012

Royal Navy – UK – 1998 – 2002

Communications Operator Rating Level 1.

- Two Tours and awarding Medal of Service in the Persian Gulf, anti-piracy, smuggling and enforcing the UN no fly zones
- Deployed to Sierra Leone during the to provide respite and aid to civilian population during the Civil War

Education

BA in English Literature and Creative Writing.

Extra-Curricular

Breath-worker Practitioner and Events – 2015 – Current

Eight years of providing holistic breath therapy to improve the physical, emotional, and psychological health and wellbeing of participants.

- One-to-one service with clients
- Running workshops and Events from 15 people to 300, including marketing, promotion, building client list, upsell for future events and products
- Recently certified with Soma Breath, Levels 1, 2, 3 and Master Practitioner

- **Author** – Published debut Novel, 'Walk With Me', when grief passes love remains. 2022.
www.peternathaniellee.com Selling in USA, UK, AU, marketplaces.