

ADEOLA DANIEL ADESOBA

REAL ESTATE SALES & BUSINESS DEVELOPMENT | SALES & MARKETING | HOSPITALITY OPERATIONS

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PROFESSIONAL PROFILE

Business development, sales and marketing professional with over 15 years of experience across commercial development, hospitality operations, customer relationship management, strategic partnerships and revenue growth. Currently serving as a Sales Lead at Zealand Properties, marketing landed properties and residential houses in Lagos and other locations. Skilled in prospecting, lead generation, client engagement, property promotion, negotiation, market research and relationship building, with a strong focus on understanding customer needs and supporting sales conversion.

CORE COMPETENCIES

• Real Estate & Property Sales	• Business Development	• Lead Generation & Prospecting
• Client & Account Management	• Sales & Marketing	• Strategic Partnerships
• Negotiation & Presentations	• Market Research	• CRM & Follow-up
• Revenue Growth Strategies	• Project Coordination	• Hospitality Operations

PROFESSIONAL EXPERIENCE

ZEALAND PROPERTIES | Sales Lead | Property Sales & Business Development | 2026 – Present

- Market and promote landed properties and residential houses across Lagos and other locations, communicating key features, locations and purchase options to prospective buyers.
- Generate and qualify leads through property listings, digital promotion, networking, referrals, direct outreach and relationships with real estate agents.
- Engage prospective homeowners, investors, diaspora buyers and other clients to understand their requirements and recommend suitable property options.
- Coordinate property enquiries, client follow-ups, site inspections and viewing arrangements, helping prospects progress through the sales process.
- Build and maintain relationships with clients, property agents, referral partners and other stakeholders to support customer confidence and repeat referrals.
- Support sales campaigns, promotional materials and market intelligence activities that strengthen brand visibility and identify new sales opportunities.

YIMIE GROUP OF COMPANIES | Business Developer | 2023 – 2026

- Identified new business opportunities and generated qualified leads through market research, networking, referrals and direct outreach.
- Built relationships with prospective and existing clients; prepared proposals and supported commercial negotiations.
- Coordinated business development projects from opportunity identification through implementation, working with internal teams and external stakeholders.
- Monitored market and competitor activity, maintained client follow-up, and supported initiatives to improve revenue and market presence.

PRESKEN HOTELS & RESORTS LIMITED | Business Developer | March 2019 – 2023

- Developed corporate and hospitality-sector business opportunities and maintained relationships with clients, organizations and strategic partners.
- Generated leads, followed up prospects and supported conversion through proposals, client engagement and commercial discussions.
- Conducted market research to identify customer needs, emerging trends and revenue opportunities.
- Worked with operational teams to coordinate client requirements, support service delivery and strengthen customer acquisition and retention.

R&A CITY HOTELS, ALLEN AVENUE, IKEJA, LAGOS | Front Office Supervisor | April 2014 – March 2019

- Supervised daily front office operations, guest check-in/check-out, room allocation, reservations and administrative activities.
- Coordinated front office staff and worked with housekeeping, accounts and other departments to deliver efficient service.
- Resolved guest complaints professionally, supported team training and maintained service standards that encouraged guest satisfaction and loyalty.

LAGOS HILTON HOTELS, IKEJA, LAGOS | Store Keeper | October 2013 – January 2014

- Received, inspected, recorded and stored hotel supplies; maintained inventory records and monitored stock levels.
- Issued supplies to authorized departments and assisted with stock reconciliation, replenishment and store security.

EDUCATION & TRAINING

National Open University of Nigeria (NOUN) | B.Sc. Business Administration (2013 – 2017)

International Management and Finance Institute | Diploma in Data Processing (2008 – 2009)

Opebi Senior Grammar School | Senior Secondary School Certificate Examination (SSCE)

Shogunle Primary School | First School Leaving Certificate (1995 – 2001)

PROFESSIONAL STRENGTHS

Client relationship management | Clear communication and presentations | Commercial negotiation | Team coordination | Problem solving | Customer service excellence | Stakeholder management