

PORTFOLIO / EVIDENCE OF KEY ACHIEVEMENTS

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Application: **REGIONAL MANAGER – ABUJA**

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Executive Summary

This portfolio highlights selected achievements demonstrating my suitability for a Regional Manager role in Abuja, particularly in sales leadership, territory development, customer acquisition, team coordination, market expansion, performance management and commercial execution. My experience spans real estate, financial services, marketing, business development and product management, giving me a commercially focused approach to managing people, customers, sales pipelines and revenue opportunities.

1. Sales Leadership & Abuja Commercial Performance

As Business Manager at Amon Heights Ltd, I coordinate commercial activities across property sales, rentals, shortlets and land marketing within the Abuja market. The role involves managing sales activities, developing prospects, coordinating client follow-up, supporting negotiations, working with property owners and developers, and coordinating a network of sales affiliates.

Performance Area	Achievement / Responsibility
Average monthly sales	Approximately ₦50 million
Monthly target	Approximately ₦80 million
High-value transaction	₦150 million sale of 750 sqm land in Guzape
Core team	Approximately 10 staff
Affiliate network	300+ affiliates
Market	Abuja — including Guzape, Maitama, Wuse, Jahi, Jabi, Apo, Waru and Lokogoma

- Coordinate sales activities and follow-up across multiple property categories and customer segments.
- Monitor leads, property availability, inspections, negotiations and conversion opportunities.
- Work with sales personnel and a large affiliate network to expand market reach and generate business.
- Identify performance gaps such as missed inspections, outdated property information and inconsistent follow-up, then support practical corrective actions.
- Use market knowledge and customer feedback to improve property positioning and commercial opportunities.

2. Demonstrated High-Value Sales & Negotiation

I personally managed a ₦150 million sale of a 750 sqm land property in Guzape, Abuja, taking the opportunity from an advertising-generated enquiry through client engagement, site inspection, negotiation and closing. This demonstrates my ability to manage a complete sales cycle, maintain customer relationships, negotiate commercially significant transactions and drive opportunities toward completion.

3. Customer Acquisition & Sales Growth — Financial Services

As Head of Marketing at Consistent Trust Microfinance Bank, I led customer acquisition, product visibility and market-development activities. The role required coordination of sales and marketing personnel, customer segmentation, campaign execution, market analysis and performance monitoring.

Area	Evidence
Customer acquisition	Approximately 20% monthly growth in customer acquisition
Product adoption	Supported approximately 30% first-quarter adoption of launched financial products
Campaign execution	Social media, SMS, email, radio, print and physical activations
People leadership	Supervised sales and marketing representatives
Commercial responsibility	Customer acquisition, product positioning, market development and conversion

4. Territory Development & Market Expansion Capability

My experience has required me to develop business within competitive Abuja markets rather than relying on a single source of customers. I have worked across different locations, customer groups and channels while building relationships with clients, property owners, developers, affiliates and other commercial stakeholders.

- Developed and maintained prospect pipelines through advertising, referrals, direct engagement and affiliate networks.
- Worked across multiple Abuja locations and property segments, adapting sales activity to local market conditions.
- Built relationships with landlords, developers, buyers, tenants, agents and business stakeholders.
- Identified new listing and partnership opportunities to expand available inventory and improve sales potential.
- Used customer and market feedback to identify opportunities and adjust commercial activity.

5. Team Coordination & Performance Management

Regional management requires the ability to coordinate people, establish expectations and maintain visibility over performance. In my current and previous roles, I have supervised and coordinated sales/marketing personnel and worked with a large affiliate network.

- Coordinate approximately 10 core staff at Amon Heights and support activity across 300+ affiliates.
- Set priorities around lead follow-up, property availability, inspections, client engagement and sales opportunities.
- Monitor activity and identify gaps affecting conversion and customer experience.
- Promote accountability through follow-up, reporting and clear responsibility for commercial activities.
- Previously supervised sales and marketing representatives at CTMFB.

6. Commercial & Customer Management Strengths

Sales Leadership	Pipeline management, prospecting, negotiation, conversion and closing
Territory Management	Abuja market coverage, location-based opportunities and market development
Customer Acquisition	Lead generation, campaigns, referrals, follow-up and customer engagement
Team Management	Staff coordination, supervision, performance follow-up and accountability
Relationship Management	Customers, partners, property owners, developers, agents and affiliates
Commercial Analysis	Targets, sales performance, market opportunities and revenue planning
Problem Solving	Identification of operational bottlenecks and implementation of practical solutions
Marketing	Product positioning, campaigns, market research and multi-channel customer acquisition

7. Product & Technology Experience

My earlier Product Manager role at Prunny Technology Ltd strengthened my ability to work across business and technology teams. I worked on Efactory.ng, a web/mobile electricity-purchase platform, Nucleus core banking software and a mobile banking application. This experience developed my understanding of structured problem-solving, customer workflows, product planning, stakeholder coordination and digital business processes.

8. Why My Experience Fits a Regional Manager – Abuja Role

My career combines direct commercial execution with leadership and market-development experience. I have worked with targets, managed customer pipelines, supervised people, negotiated high-value transactions, developed market opportunities and coordinated activities across multiple stakeholders. My knowledge of the Abuja commercial environment, together with my sales, marketing and business-development background, positions me to contribute to territory growth, customer acquisition, team productivity and revenue performance.

Declaration: The achievements and figures in this portfolio are based on information from my professional experience and are presented accurately to the best of my knowledge. Supporting documentation can be provided where available.