

Sethson L. Tartsue

sethsonlazarus@gmail.com

Abuja 900802, FCT, Abuja, 35 1(K) Crescent, Sector F, FHA, Lugbe

sethsonlazarus@gmail.com

+234 706 198 9004

Professional Summary

A self-motivated and results-driven professional with a proven track record of driving growth, innovation, and sustainable impact through:

- Data-driven insights and strategic Decision-makings.
- Collaborative innovation and stakeholder engagement skills.
- Very focused and organised with ability to multitask, when necessary.
- Excellent communication and leadership Skills.
- Meticulous and Numerate, Proactive and Productive, Trustworthy and Reliable, Enjoy working in a fun and innovative environment.

Willing to relocate: Anywhere

Personal Details

NYSC Status: Completed

Work Experience

Assistant Branch Manager (ABM)

Jumbo Sports- Jumbo Health and Wellness Ltd-Abuja

February 2026 to Present

ACHIEVEMENTS:

- Sales & Revenue Growth: Drove branch sales of premium fitness equipment including treadmills and exercise bikes. Met and exceeded monthly targets through customer consultations, product demos, and follow-ups, contributing to increased branch revenue.
- Customer Experience & After-Sales Support: Managed end-to-end customer journey from inquiry to delivery and installation. Ensured 100% professional installation and prompt after-sales support within Nigeria NorthernRegion, leading to high customer satisfaction and repeat referrals.
- Operations & Inventory Management: Oversaw daily branch operations, stock control, and equipment display. Maintained accurate inventory records for fitness equipment and coordinated with HQ/logistics to prevent stock-outs and ensure timely deliveries.
- Team Leadership & Coordination: Supervised sales, delivery, and installation teams to meet KPIs. Trained staff on product knowledge, customer service, and sales techniques to maintain Jumbo Sport's premium brand standards.
- Campaign & Market Execution: Executed limited-time campaigns and promos on selected treadmills and bikes. Generated leads through WhatsApp broadcasts, walk-ins, and B2B outreach to gyms, offices, and wellness spaces across Nigeria.
- Branch Administration & Reporting: Handled branch admin duties including sales reports, expense tracking, vendor coordination, and compliance with company policies. Provided weekly performance reports to management to support strategic decision-making.

Head, Business and Operations Manager

Sylvaster Group Ltd (Real Estate)-Abuja

January 2023 to January 2025

ACHIEVEMENTS:

- Revenue & Sales Growth: Led and executed sales strategies that consistently exceeded targets, driving strong revenue growth across residential, commercial, and mixed-use real estate portfolios.
- Market Expansion & Business Development: Identified new business opportunities through market research and feasibility analysis, successfully launching projects in new locations and expanding the company's market presence.
- Client & Investor Relationship Management: Built and managed long-term relationships with investors, developers, brokers, and key clients, resulting in repeat business, strategic partnerships, and increased deal flow.
- Sales Leadership & Team Performance: Recruited, trained, and led high-performing sales teams, implementing KPIs, incentive structures, and performance tracking to improve productivity and close rates.
- Negotiation, Deal Structuring & Closures: Led complex negotiations and contract structuring, ensuring profitable transactions while aligning commercial objectives with client expectations and market conditions.

Sales Manager (Medical Diagnostics Services)

DR PHYSIQ HEALTH AND WELLNESS CENTER-Abuja

March 2021 to July 2023

KEY ACHIEVEMENTS:

- Fostered collaborative partnerships with Healthcare Providers to drive business growth and improved the healthcare centre's outcomes
- Utilised Digital Tools Focused on comprehensive market research, brand promotion and visibility.
- Developed targeted campaigns, delivered persuasive presentations, Ads, and organized medical outreaches to effectively raise brand awareness and establish a strong market presence.
- Developed and executed data-driven sales and marketing strategies to optimize results and ROI
- Demonstrated exceptional team leadership and collaboration skills, driving cross-functional teams to achieve shared goals and objectives.

Business Development Manager

BODY AFFAIRS DIAGNOSTICS LIMITED-Abuja

May 2017 to February 2021

ACHIEVEMENTS:

- Planned and executed a comprehensive business operations (automate operations, policy guidelines, SOP, KPI)
- Played Key Roles in Strategic Planning, Marketing Campaigns, Presentations, Fostering Collaboration with HMOs, Hospitals, Laboratories, Doctors, and Nurses
- Exceed sales targets through strategic planning and execution
- Enhanced customer satisfaction through tailored solutions
- Spearheaded business growth, achieving 40% sales increase
- Built and maintained strong relationships with over 6000 Hospitals and Healthcare professionals.

Hotel General Manager at a 4-Star Hotel

Royal Hills Hotels-Abuja

March 2008 to March 2012

ACHIEVEMENTS:

- Strategic Hotel & Business Management
- Team Leadership, Talent Development & Engagement

- Performance Management, Coaching & Appraisals
- Cross-Departmental Coordination & Collaboration
- Financial & Commercial Management
- Budgeting, Forecasting & Full P&L Responsibility
- Revenue Management, Yield Optimization & Pricing Strategy
- Cost Control, Expense Management & Profit Optimization
- Contract Negotiation, Procurement & Vendor Management
- Guest Experience & Quality Assurance
- Luxury & Upscale Service Standards
- Guest Satisfaction, Retention & Loyalty Programs
- Complaint Resolution, Service Recovery & Reputation Management
- Asset, Facilities & Preventive Maintenance Management
- Events, Banquets & MICE Operations
- Local Market Intelligence & Competitor Analysis, etc.

Education

ECONOMICS (BACHELOR DEGREE)

NATIONAL OPEN UNIVERSITY OF NIGERIA (ABUJA MODEL STUDY CENTRE)-Abuja
October 2014 to March 2019

SECONDARY SCHOOL EDUCATION (SSCE)

N.K.S.T SECONDARY SCHOOL TARAKU-TARAKU, GWER EAST, BENUE STATE
September 1999 to July 2005

PRIMARY EDUCATION (FSLC)

R.C.M PRIMARY SCHOOL, ADE-TARAKU, GWER EAST, BENUE STATE
September 1994 to July 1999

Skills

- ●Digital Skills ●Leadership Skills ●Sales and Marketing Skills ●Administrative and Managerial Skills ● Finance and Accounting Skills etc.

Certifications and Licenses

NATIONAL YOUTH SERVICE CORPS (NYSC)

November 2019 to Present

Exemption Certificate (2019)