

GINIKACHUKWU EDE

@ ginikachukwufelix@gmail.com

📞 09045920310

📍 Lagos, Lagos State.

Dear Hiring Manager,

I am writing to express my interest in Sales and Marketing opportunities within your organization. With experience spanning real estate sales, marketing, client advisory, business development, relationship management, and sales leadership, I have developed a strong understanding of how to identify opportunities, build client relationships, generate leads, and convert prospects into successful transactions.

Throughout my career, I have worked with prospective buyers and investors, promoted residential and commercial properties, conducted property presentations and inspections, managed sales pipelines, negotiated with clients, and supported transactions from initial engagement through completion. I have also led sales and marketing activities, developed strategies to increase lead generation and revenue, and worked collaboratively with teams to achieve business objectives.

I am a proactive, results-oriented professional with strong communication, negotiation, relationship-building, and problem-solving skills. I am particularly passionate about real estate and enjoy helping clients identify suitable property and investment opportunities while delivering a professional and personalized experience.

I would welcome the opportunity to bring my experience, energy, and commitment to your organization and contribute meaningfully to its sales growth and market expansion.

Thank you for considering my application. I look forward to the opportunity to discuss how my experience and skills can contribute to your team.

Yours faithfully,

Ginikachukwu Ede

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Objective

.Results-driven Sales and Marketing professional with experience in real estate sales, client advisory, business development, team leadership, and relationship management. Proven ability to generate and convert leads, develop effective sales strategies, build strong client relationships, and drive property sales and revenue growth. Seeking a challenging opportunity in the real estate industry where I can leverage my sales expertise, market knowledge, leadership abilities, and customer-focused approach to contribute to organizational growth while achieving outstanding professional results.



Experience

Hill Real Estate

January 2026 - August 2026

Sales Manager

- Led and managed the sales team to achieve and exceed monthly and quarterly sales targets.
- Developed and implemented effective sales strategies to drive revenue and market growth.
- Supervised sales executives and provided coaching, training, and performance guidance.
- Generated and followed up on leads, prospects, and high-value client opportunities.
- Built and maintained strong relationships with clients, investors, and strategic partners.
- Oversaw the sales process from lead generation and property presentation to negotiation and closing.
- Monitored market trends, competitor activities, and customer preferences to identify new business opportunities.
- Prepared sales forecasts, performance reports, and revenue projections for management.
- Coordinated property inspections, client presentations, viewings, and investment consultations.
- Negotiated sales terms and facilitated successful property transactions.
- Collaborated with marketing teams to develop campaigns and promotional strategies that generated qualified leads.
- Maintained accurate records of prospects, client interactions, sales activities, and closed transactions.
- Ensured the sales team maintained professional standards and delivered excellent customer service.
- Identified new markets and developed strategies to increase the company’s visibility and market share.
- Reported sales performance, challenges, and opportunities to senior management and recommended strategies for improvement.

● Olclare Facility Management

May 2023 - August 2025

Sales Consultant and Advisor

- Advised prospective clients on suitable residential, commercial, and investment properties based on their needs, preferences, and budgets.
- Generated and followed up on leads through referrals, networking, digital marketing, and direct prospecting.
- Conducted property presentations, inspections, and viewings for prospective buyers and investors.
- Built and maintained strong relationships with clients to drive repeat business and referrals.
- Guided clients through the property acquisition process, from initial consultation to negotiation and closing.
- Provided clients with market insights, property valuations, investment opportunities, and relevant real estate information.
- Negotiated with clients and stakeholders to facilitate successful property transactions.
- Maintained a strong sales pipeline and consistently followed up with prospects to convert leads into clients.
- Collaborated with the marketing and sales teams to promote available properties and generate qualified leads.
- Prepared proposals, quotations, property presentations, and sales reports as required.
- Monitored real estate market trends and identified emerging investment opportunities for clients.
- Delivered professional customer service and provided post-sale support to ensure client satisfaction.
- Achieved assigned sales targets and contributed to overall revenue growth

Yaweh Consulting and Properties

October 2021 - March 2023

Head of Sales and Marketing

- Led the Sales and Marketing department to achieve revenue, sales, and business growth objectives.
- Developed and implemented comprehensive sales and marketing strategies to increase property sales and market visibility.
- Managed and motivated sales and marketing teams, assigning targets and monitoring performance.
- Developed lead-generation strategies across digital platforms, referrals, networking, and direct marketing channels.
- Oversaw the promotion and marketing of residential, commercial, and investment properties.
- Built strategic relationships with prospective clients, investors, corporate organizations, and business partners.
- Managed the sales pipeline from lead generation and client engagement to negotiation and transaction closure.
- Analyzed market trends, customer preferences, and competitor activities to identify new business opportunities.
- Coordinated digital marketing campaigns, social media promotions, property advertisements, and other marketing initiatives.
- Monitored marketing performance and evaluated campaign effectiveness to improve lead conversion and return on investment.
- Prepared sales and marketing reports, forecasts, budgets, and performance analyses for management.
- Collaborated with management to develop pricing, promotional, and market-positioning strategies.
- Organized property inspections, client presentations, exhibitions, open houses, and promotional events.
- Negotiated with high-value clients and supported the team in closing significant property transactions.
- Strengthened the company's brand presence and expanded its customer base through strategic marketing initiatives.
- Provided leadership, coaching, and mentorship to team members to improve productivity and sales performance.

● Yaweh consulting and Properties

October 2019 - October 2021

Sales Executive/Marketer

- Generated and followed up on leads through referrals, networking, social media, and direct prospecting.
- Promoted residential, commercial, and investment properties to prospective buyers and investors.
- Identified clients' property needs, preferences, and budgets and recommended suitable options.
- Conducted property presentations, inspections, and viewings for prospective clients.
- Built and maintained strong relationships with clients to encourage repeat business and referrals.
- Guided clients through the sales process from initial enquiry to negotiation and transaction closure.
- Prepared property proposals, presentations, quotations, and marketing materials for prospective clients.
- Negotiated with clients and facilitated successful property transactions.
- Maintained an active sales pipeline and consistently followed up with prospects to improve conversion rates.
- Utilized social media and digital marketing channels to increase property visibility and generate qualified leads.
- Monitored real estate market trends and identified new sales and investment opportunities.
- Collaborated with the sales and marketing team to execute promotional campaigns and achieve sales targets.
- Maintained accurate records of client interactions, leads, follow-ups, and sales activities.
- Provided professional customer service and post-sale support to ensure client satisfaction.
- Achieved assigned sales targets and contributed to the company's revenue and business growth.

● National Museum and Monument Headquarters Abuja

Sept 2018 - September 2019

Information Personel

- Provided accurate information and guidance to visitors about museum collections, monuments, exhibitions, and cultural heritage sites.
- Attended to visitors' inquiries and provided assistance in a professional and courteous manner.
- Assisted with the documentation and organization of information relating to museum activities and historical artifacts.
- Supported the preparation of informational materials, reports, and records for visitors and management.
- Coordinated with other departments to ensure visitors received accurate and up-to-date information.



Education

Basic Steps International Schools Anambra State

2007

Art

Excellent

Grundtvig International Schools Anambra State

2013

Arts

Distinction

Renaissance University Enugu State

2017

History and International Affairs

Second Class



Skills

Administrative Management

Marketing skills

Deal closing

Sales

Negotiation skills

Interpersonal relationship

Microsoft Office Suite

Problem solving

Decision making

Technical know-how

Multitasking

Composure under pressure

Leadership Skills

Team work