Astha Lama ACIM

Marketing Lead · Luxury Brand, Content & Creative Direction

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Marketing leader with 10 years' developer-side experience building luxury brands in London, across residential, branded residences, hospitality and mixed-use. Takes a brand from positioning and identity through launch, content and growth, directing agencies to one standard and tying the work to results: 502 leads and 99 viewings in five months on the River Park Tower relaunch. Design-trained, CIM qualified, with audiences across Europe, APAC, the GCC and the US.

EXPERIENCE

Marketing Lead May 2023 – Present

R&F UK, CC Land · London

- Lead marketing strategy across a three-asset portfolio (River Park Tower, Park Hyatt Residences at One Nine Elms, Thames City), partnering with development, sales, design and hotel-operator teams.
- Repositioned River Park Tower within three months: new positioning and brand identity, and show-apartment delivery from agency and designer appointments through procurement to installation (two interior designers, five show apartments, a sales suite and an immersion room).
- Led the relaunch go-to-market across paid search, paid social, display, print and an early ChatGPT Ads test: 502 leads and 99 viewings in five months; 2.87% search click-through on 1.9M impressions against a 1% benchmark; 59 leads from a new MENA campaign in its first month.
- Developed and delivered a targeted marketing strategy for Thames City's £5m+ residences with HBA, 1508 London and Harrods Interior Design, selling apartments as fully furnished homes.
- Led brand development and launch of Park Hyatt branded residences: positioning, creative direction, customer experience and sales assets, with Sectorlight, Park Hyatt Corporate and The Communications Group.
- Directed up to six agencies concurrently across PR, creative, digital, media and interiors, holding briefs, scope and quality to one brand standard.
- Directed property-level PR with coverage in FT HTSI, The Sunday Times, Mansion Global and Tatler; for Thames City with FTI Consulting, four media exclusives, a 147M+ audience in a single quarter and three award shortlists.
- Supported a £45m ultra-prime residential transaction through bespoke positioning, tailored presentations and creative direction; introduced generative AI into marketing and agency workflows.

Commercial Marketing & Brand Manager May 2021 – Mar 2023

Ghelamco UK · London

- Brought UFC Gym and Tian Tian Market on board as occupiers at The Arc EC1, a mixed-use destination, shaping the commercial strategy with leading commercial agents and leading its brand and marketing.
- Repositioned Bective as a design-led property brand, transforming its identity, digital presence and physical offices; grew organic social following by 60% through a new content and editorial strategy.
- Brought creative production in-house, improving turnaround, brand consistency and cost control.
- Co-authored Ghelamco's 2030 Near-Zero Strategy, with ESG partnerships with London Metropolitan University and Stonewall.

Marketing Manager (promoted twice) Feb 2017 – May 2021

St James / St William, Berkeley Group · London

- Led UK and international marketing for a £1.5bn London residential development, overseeing brand strategy, launches and buyer acquisition.
- Sold all 47 available apartments within five weeks through a targeted campaign.
- Generated 50+ sales for Phase I of King's Road Park during COVID-19 with JLL and Savills, through multilingual digital campaigns and international agents across APAC, the GCC, India and the US; marketing suite designed, built and launched in the same period.
- Partnered with Pelican Media on an interactive off-plan sales platform so sales teams could run virtual viewings from home.
- Repositioned Prince of Wales Drive against competitors including Battersea Power Station; shaped early brand and placemaking strategy for King's Road Park, Hertford Locks and Broadway East.
- Owned marketing budgets and cost forecasting aligned to GDV and sales targets; achieved six-figure efficiencies through supplier negotiation, consolidation and in-house production.
- Managed and mentored a team of up to three. Awarded Best Creative Marketer, Berkeley Group (2018).

EDUCATION

CIM Level 6 Marketing Certification (ACIM) 2018 – 2019

London Metropolitan University

BA (Hons) Interior & Spatial Design 2012 – 2015

University of the Arts London

FdA Fashion Design 2010 – 2012

University of Brighton

SKILLS

Strategy Portfolio and asset positioning, go-to-market strategy, launches and repositioning, placemaking, customer segmentation, KPIs and reporting, budget management

Channels Paid search and PPC copy, paid social (Meta, TikTok), programmatic display, CRM and email, property-level PR, partnerships, print, events

Creative Creative and art direction, show apartments and marketing suites, CGI art direction, brand identity, tone of voice

Tools Meta Ads Manager, Google Analytics, Salesforce, HubSpot, Mailchimp, WordPress, Adobe Creative Suite, Figma, ChatGPT, Claude