



# ASTHA LAMA

## MARKETING MANAGER

### STATEMENT

Mutual respect and team work is key in any relationship. I give nor expect any less professionally. My aim is to always achieve to the highest standard and allow creativity to lead with the support of data. My strenght lies in research and finding creative solutions. I am a natural self-evaluator with an active belief in constant learning.

### CONTACT

171 Amesbury Avenue, Sreatham Hill,  
London, SW2 3BJ

T: 07939 548 661  
E: astha.lama@hotmail.com



### EDUCATION

2018 - 2019

**LEVEL 6 CIM PROFESSIONAL  
MARKETING CERTIFICATION**

**FDA FASHION DESIGN**  
University of Brighton

2010 - 2012

2012 - 2015

**BA SPATIAL DESIGN**  
University of the Arts, London

**INTERNATIONAL BACCALAUREATE**  
Bexhill College

2008 - 2010

### EXPERIENCE

2019 - Present  
**BERKELEY GROUP PLC**  
Marketing Manager

Currently managing and overseeing the marketing for one of the largest schemes in the portfolio both with a domestic and international approach. **GDV £1.5 billion** - [www.kingsroadparksw6.co.uk](http://www.kingsroadparksw6.co.uk)

**Winner of the Berkeley Group Our Visions 'Think Creatively' Award 2019**

Working with the pre-planning teams to identify a collaborative vision for upcoming developments by running visioning workshops with tall stakeholders, focusing on placemaking, branding and community engagement

Previously managed multiple schemes across Hertfordshire and Greater London, selling 2-3 years off plan and completed stock apartments and houses ranging from £300k - £2.8 million

Responsible for the sales and marketing budgets, ensuring all costs are accurately forecast and the spend is in line with the budgets

There has been no stable strategy since 2020 but being able to pre-empt the market needs and emotion, strategising using data and engaging content has been a strong factor in the stable sales acheived. **Since March 2020, we've achieved over 50 sales accounting to over £40 million in revenue.** We've led all campaigns digitally with a much bigger focus on video, sound and copywriting focusing on soft selling techniques

Creating targeted campaigns to generate awareness with a level of conversion to meet ROIs over 4, 8 and 12 month periods in multiple languages and platforms

Managing the inception and delivery of all marketing, including (but not limited to) branding, interior design, art direction, CGIs, models, interactive systems, graphic design for digital and print advertising, customer journey, signage, marketing suites, website management, social media and PR

Versed in SEO, PPC and GA, ensuring we're appearing at the top of the search engines and optimizing key words and bids.

Organising events and exhibitions globally, ensuring all logistics are in place and all relevant marketing materials are readily available

Support the early design development process and strategic planning of each scheme by providing insightful input, benchmarks and comparables into the overall S&M approach

Lead on all joint ventures and manage relationships with partners and stakeholders to ensure they are kept informed and that the review and approval process of marketing activity is effectively managed

Responsible for monthly marketing, project and cost review reports outlining the effectiveness of all previous marketing campaigns and spend. Draw up recommendations for future campaigns and ensure all stakeholders and management are kept up to date.

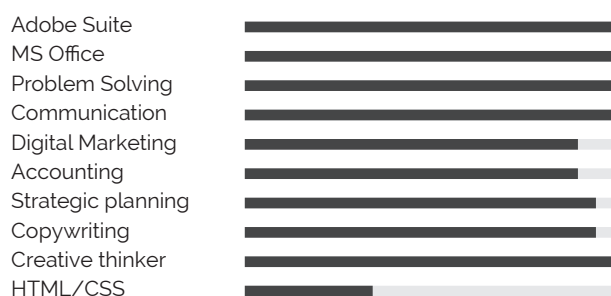
Managing the Sales & Marketing Co-ordinator and the assist the S&M Director in managing the sales team

**2017 - 2019**  
**BERKELEY GROUP PLC**  
**Marketing Executive**

**2016 - 2017**  
**BERKELEY GROUP PLC**  
**Sales & Marketing Co-ordinator**

**2015 - 2016**  
**ISLAMIC DESIGN HOUSE**  
**Digital Marketing Executive**

## SKILLS



## LANGUAGES

English	Fluent
Nepali	Fluent speaker   Intermediate reader and writer
Hindi	Fluent speaker
Newari	Intermediate speaker
Spanish	Intermediate speaker

## REFERENCES

Available upon request