

Winsome Chau
356 Fairlawn Avenue, Toronto M5M 1T6
Tel: (647) 202 8603
Winsome.fisherchau@gmail.com

Profile:

I am a Senior Sales and Marketing Manager with over ten years' experience in residential development. I have strong sector knowledge and a proven ability to develop and implement sales and marketing strategies, manage sales and marketing teams, and deliver strong results in highly competitive markets.

Work Experience:

Related Argent – London, UK

Residential Marketing Manager / Acting Sales & Marketing Manager December 2021 - Present

- Related Argent, a subsidiary of Related Companies, is one of the UK's premier property developers, specialising in urban regeneration, notably recognised for projects like King's Cross and Brent Cross Town.
- I joined as a Marketing Manager with responsibility for developing and delivering the marketing strategy to support the sale of over 1000 new build apartments in the Tottenham Hale regeneration project which is 11 minutes from King's Cross - known as Heart of Hale.
- In April 2022, I was also given responsibility for the sales portfolio for the development. This included day to day relationship management of the appointed sales agent (JLL) as well as brokers and overseas agents.
- Key achievements in this time
 - £69.5m of sales between April 2022 and September 2023.
 - £53.7m of completions (closures) of units that were sold prior to April 2022.
- Supporting internal pricing of 164 units, spread over two buildings in the next phase of the development.
- Developing options for disposal of one of these buildings containing 56 units – including a Build to Rent option, bulk sale, or a market sale option.
- My marketing responsibilities include developing and delivering the marketing strategy. I managed consultants and suppliers who delivered high quality marketing materials, show homes and a marketing suite. I led the specification and procurement of signage, models, interactive floorplan demonstrators, paid media, social media and PR campaigns.
- Working with the council on naming & numbering plans, property tax banding, and community engagement for the development.
- Working with internal teams to develop a strategy for the sale of the final 25 units where I made a case for a budget increase for marketing spend and agent fees and arranging for a few new show homes to be dressed.
- Key achievements in this time
 - Delivered a new high-end marketing suite to support the sales team and enhance the customer journey – this launched in July 2022 and helped facilitate £45.5m in sales.
 - Delivered five high-end show homes across 3 buildings which enhanced the customer journey and enabled the sales team to better showcase the properties.
 - Made a change to the paid media strategy which resulted in lead number and quality doubling between Q1 and Q2 2022.

Latimer Homes by Clarion Housing Group – London, UK

Regional Sales Manager

May 2021 – December 2021

- Clarion Housing Group are Europe's largest Housing Association. Latimer is Clarion's private development company – delivering and marketing homes for private sale and leading on land acquisition. Revenues generated by Latimer fund Clarion's affordable housing programmes.
- I was responsible for managing the sales of a range of property type from shared ownership homes to private high-end £1m+ properties. My portfolio comprised of 5 sites with 392 available homes and a future pipeline of over 2000 homes over the following 5 years.
- I worked with the land and partnership teams to evaluate land opportunities, running pricing

scenarios for various property mixes, and investigating suitable options for amenities.

- I procured and managed the relationships with external sales agents on multiple sites - including CBRE, Savills and JLL as well as international agents. I also managed a small internal sales team who supported customers from reservation through financial qualification to completion.
- I managed weekly reporting of sales and sales progression, sales budgets, and procurement – which was subject to EU regulation due to Clarion's status as a Housing Association. I also supported the Sales Director with sales forecasting to the senior team and Board.
- I was responsible for managing sales at some of Clarion's major joint ventures, working with different developers such as Vistry and London Square, to manage relationships between the different sales and marketing teams working together on large projects.

Latimer Homes by Clarion Housing Group – London, UK

Regional Marketing Manager

August 2018 – May 2021

- I was responsible for marketing of a range of property type from shared ownership homes to private high-end £1m+ properties. This comprised of 10 live sites and 6 future sites.
- I was responsible for overseeing the entire marketing strategy from development to reservation. This included developing sales, marketing, media, and PR strategies. Additionally, I led the development of branding, marketing materials, suites, show home fitouts, and signage and wayfinding - encompassing hoarding, directional signage, and site signage.
- I worked closely with the development department ahead of planning submission for a new development, assisting with visioning and developing of a placemaking strategy. I worked with collages to submit board papers for each gateway stage of the project to gain approval for the next stage of the project.
- I led a high-performing team of marketing executives, overseeing campaign execution and managing relationships with design agencies, media buyers, and PR teams. I set KPIs, conducted regular 1:1s, and adjusted strategies as needed.
- As part of the re-brand of Clarion to Latimer, I led on the brand audit and re-branding of our existing assets - ensuring that these were delivered on time and on budget.
- I was also responsible for managing the marketing budgets, ensuring projects were delivered on budget, that my team were paying suppliers correctly and producing budget reports to the Sales and Marketing Directors.

Totality UK Ltd – London, UK

Account Manager

March 2018 – August 2018

- Totality UK (now Placebrand) are a specialist branding and marketing agency working in the property development sector.
- Owning the relationship with property developer clients, my role included working closely with the client to develop complete sales and marketing strategies from name and brand identity through to commissioning copywriting to describe the development.
- I communicated client design needs to our creative team who would produce high quality marketing materials based on my initial client engagement, culminating in high quality print materials as well as digital content that supported the sales of high-end residential homes.
- I worked with the team to develop the media strategy for my client's developments and ensure all advertising was properly placed to maximise coverage for the target market.

St William Group (part of Berkeley Group Holdings) – London, UK

Land Assistant

January 2017 – November 2017

- St. James and St. William are both part of the Berkeley Group, a prominent property development company in the UK known for its luxury residential projects. St. James specialises in regenerating brownfield sites into vibrant new residential communities, while St. William focuses on transforming redundant gasworks and other urban sites into attractive places to live. Berkeley Group Holdings is listed on the FTSE 100.
- I conducted market research for potential development sites, analysing local property market and competitor offerings. I investigated factors such as transport access, school zones,

amenities, easements, and rights of light.

- I analysed local sales data to recommend pricing and scheme optimisation and explored factors influencing buyer behaviour and suggested enhancements like resident facilities and internal specifications.
- I produced detailed reports, outlining key considerations for advancing potential developments.

St James Group (part of Berkeley Group Holdings) – London, UK

Sales & Marketing Executive

May 2013 – January 2017

- Reporting to the Sales and Marketing Director, I had a broad range of responsibilities that supported the Sales and Marketing team.
- I was specifically responsible for the management of the overseas schedule, which included co-ordinating overseas sales tours across the group. I would liaise with overseas sales agents to plan sales events, travel agents to make flight and accommodation bookings and arrange visas, as well as shipping companies to ensure marketing materials were delivered to venues.
- I created content for brochures and launch paperwork, conducted mystery shopping on new build competitor developments for market research and assisted the land and planning team with analysis of comparable pricing data and delivered ad-hoc projects for the sales team as and when required.
- I covered ad-hoc EA duties for Group Chairman and Group Finance Director as required and planned major company events and charity events on such as group conferences and events for the Berkeley Foundation.

Previous Roles:

Chesterton Humberts

Lettings Negotiator

April 2012 – May 2013

Bluu Solutions Ltd

EA to Group Board Directors & Office Manager

July 2009 – April 2012

DTZ

PA in Building and Project Management, Architecture and Design & PA to Head of EMEA Professional Services

September 2007 – July 2009

Sustainability Assistant

June 2007 – September 2007

Qualifications:

University of Reading - LLB Law

September 2003 – July 2007

Rochester Grammar School for Girls – GCSE & A-Level

September 1996 – June 2003