

STEVEN OAKES

PHONE
07766 761 007

EMAIL
hello@stevenoakes.com

LOCATION
Manchester, UK.

PROFILE

I am an experienced Chief Marketing Officer and digital leader with over 25 years' expertise in developing and executing strategic marketing and digital transformation initiatives for leading UK and global brands. I specialise in brand growth, market expansion, and leveraging data-driven insights to enhance customer experiences. Known for my creative problem-solving, commercial acumen, and ability to lead teams, I have a proven track record of driving success across technology, healthcare, media, and entertainment sectors. I am adept at working at board level, providing strategic direction, and fostering innovation and growth.

EXPERIENCE

July 2022 - present
NORTHCODERS GROUP PLC

January 2024 - Present

CHIEF MARKETING OFFICER & BOARD MEMBER

- Lead the group marketing vision and strategy across Northcoders, Tech Returners, and Counter divisions, driving brand growth and expanding market presence across the UK.
- Collaborate closely with the executive team to identify business opportunities, analyse market trends, and develop strategies that respond to evolving consumer needs, ensuring alignment with broader business goals.
- Spearhead initiatives to enhance brand visibility, market penetration, and customer engagement, driving consistent, measurable results.
- Ensure regulatory compliance and contribute to strategic direction at the board level, steering the group's marketing efforts in line with its long-term vision.

July 2022 - December 2023

DIRECTOR OF MARKETING

- Spearheaded marketing strategies across Northcoders' product portfolio, leading initiatives for new product launches, including marketing for software development and data engineering courses.
- Played a key role in transitioning over 2,000 individuals into tech careers, highlighting the company's impact on workforce development.
- Collaborated with the board to explore and develop new business opportunities, contributing to a period of significant growth for the company.

February 2021 - July 2022

GROUP DIGITAL BOARD MEMBER

- Led digital strategy across STM Group, overseeing digital work across five independent agencies with a combined turnover of £6.5m.
- Played a central role in the integration following the merger with Delineo, working at a strategic level to build relationships, streamline operations, and ensure the group's digital outputs were of the highest quality.
- Introduced and managed group-wide digital 'centres of excellence,' instilling high standards across the team of 90+ people, and overseeing all digital aspects of the business.

February 2016 - July 2022
STM GRP

June 2019 - February 2021

OPERATIONS DIRECTOR

- Managed day-to-day operations and strategic development, focusing on business growth, service enhancement, and the identification of new business opportunities.
- Merged digital and performance marketing work across B2B and B2C clients, developing and implementing successful digital strategies that increased digital project value by 1200%.
- Led the introduction of agile development processes, retrospectives, and the adoption of new tech stacks to improve efficiency and service delivery.

December 2016 - June 2019

HEAD OF DIGITAL

- Directed digital operations, taking a loss-making department back to profit by increasing the value of digital projects and expanding the agency's digital capabilities.
- Grew the digital team from two developers to a multi-skilled team of 10, introducing e-commerce, SEO, and PPC capabilities, which significantly enhanced client offerings.

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EXPERIENCE

- RED C MARKETING** { April 2015 - December 2016
HEAD OF DIGITAL
- Directed digital initiatives for a full-service marketing agency, overseeing the digital team and ensuring the successful delivery of high-profile projects.
 - Pitched and secured new business with Manchester City Football Group, creating websites for their global operations in Australia, Japan, and the US.
 - Managed top client relationships with brands such as Swinton Insurance, MCFC, and Bupa, working closely with the board to define the agency's future direction.
- BAUER MEDIA** { July 2011 - April 2015
DIGITAL TEAM LEADER
- Managed and delivered large-scale digital projects, generating significant revenue through innovative, cross-platform solutions.
 - Worked closely with sales teams to develop creative campaigns that drove engagement and revenue, achieving over £2m in non-traditional revenue in 2014. revenue, achieving over £2m in non-traditional revenue in 2014.
- HIDDEN CREATIVE** { June 2010 - July 2011
DEVELOPMENT TEAM LEADER
- Led a team of 3D developers and designers, delivering cutting-edge immersive technologies, including augmented reality projects for clients such as BBC, Channel 5, and ABB Power.
 - Managed client relationships, coordinating with third-party suppliers and technical teams to deliver innovative digital solutions.
- UNIVERSAL MUSIC** { September 2003 - June 2010
DIGITAL SERVICES MANAGER
- Acted as the principal point of contact for digital services, working with A&R to enhance artist profiles and revenue through strategic partnerships.
 - Established and nurtured relationships with key platforms such as iTunes and mobile operators, amplifying artist profiles and boosting revenue through innovative digital strategies.
- DESIGN ESTI** { September 1999 - August 2003
FOUNDER AND MANAGING DIRECTOR
- Founded and led a digital marketing agency specialising in the music industry, producing websites and promotional material for major record labels such as Sony, Universal, and EMI.
 - Developed digital strategies for well-known artists, including Liberty X, Elbow, and Stereophonics, earning a Music Week marketing award nomination in the first year.

BRAND EXPERIENCE

