

STEVEN OAKES

PHONE
07766 761 007

EMAIL
hello@stevenoakes.com

LinkedIn
steven-oakes

LOCATION
Manchester, UK.

PROFILE

Experienced marketing leader with over 25 years in brand, digital, and growth marketing roles across tech, media, and education. Comfortable balancing strategy and hands-on delivery, with a focus on launching new products, building teams, and driving measurable results. Recently focused on launching AI and data products, building B2B consultancy brands, and supporting revenue diversification in high-growth tech environments.

EXPERIENCE

NORTHCODERS GROUP PLC www.northcoders.com

PLC specialising in coding bootcamps and technical consultancy, with £9m revenue in 2024 and offices across the UK.

January 2024 - Present

CHIEF MARKETING OFFICER & BOARD MEMBER

- Leading marketing across Northcoders, Tech Returners, and Counter, with a focus on growing brand awareness, reach, and revenue.
- Launched the Data Engineering, AI, and Machine Learning Bootcamp, opening up a new product area for the business.
- Introduced Counter®, a new technical consultancy startup, now a growing part of the business with a distinct identity and client base.
- Supported a period of growth across the group: revenue up 57% to £9m, gross profit up 51% to £5.9m, and doubling applications since 2022.
- Played a key role in launching a new accessible part-time bootcamp, supporting wider participation in tech careers.
- Active member of the board, contributing to overall business strategy and direction.

July 2022 - December 2023

DIRECTOR OF MARKETING

- Developed and delivered marketing strategies for Northcoders' tech bootcamps, including Software Development and Data Engineering.
- Supported the team through a period of change, growth, and new product launches.
- Helped shape messaging and campaigns that contributed to over 2,000 people changing careers into tech.

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.

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.

STM GRP www.stmagency.co.uk

Independent marketing group with five specialist agencies and a combined £6.5m turnover, offering integrated brand, digital, media and performance marketing services.

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EXPERIENCE

RED C MARKETING

Manchester-based digital marketing agency with £2m turnover, working with brands like Jet2, Royal London and N Brown Group.

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

One of Europe's largest media companies, with a UK portfolio spanning radio, magazines and digital brands including Kiss, Absolute Radio and Grazia.

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.

HIDDEN CREATIVE

Specialist Augmented Reality agency working with Fortune Global 500 firms across engineering sectors.

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

The world's leading music company, representing global artists and labels across recorded music, publishing, and merchandising.

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

Manchester-based digital agency specialising in web development and marketing for the music industry.

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



RECENT EDUCATION



Grade A with Distinction - 3rd out of 922 globally.

"This is how you set up your brand. It's **my favourite brand plan of the year**. I thought it was beautiful, with a big red line running throughout it. It really was an impressive bit of work."

Professor Mark Ritson