

# STEPHEN LYNN BA (Hons)

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## CONTACT

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## PROFILE

A proven track record with over 20 years marketing expertise gained within Technology, Innovation and multisite entertainment in senior management positions. Developed and delivered customer centric marketing strategies and campaigns to both a B2B and B2C audience; executed all above and below the line media to drive sales and brand awareness; managed budgets of up to £10m. Overhauled digital & data strategy; improving online sales of up to 35%. Built, led and motivated teams to achieve and/or exceed customer and company KPIs; mentored and coached to progress careers. Overseen events across the globe. Created and collaborated on promotions & partnerships to increase web traffic, footfall and sales; contributing to 83% like for like sales growth. Provided communication counsel to senior teams, generated global coverage and acted as spokesman for various brands including Game and Virgin.

## EDUCATION AND QUALIFICATIONS

**BA (Hons) in Business Administration**  
De Montfort University 1993-1996

Undertaking Marketing MBA  
From April 21

## PROFESSIONAL EXPERIENCE

**NHSX** – *A dedicated specialist unit of the NHS tasked with the digital transformation of care*

**Marketing & Communications Delivery Lead – Covid Passport (contract)** – April 2021 (3-month role)

- I'm running a team that is creating, developing and delivering the marketing and communications plan for the Covid Passport. This is a 3-month contract role as part of a sprint project.

**Connected Places Catapult** – *Government funded Technology Innovation Organisation*

**Marketing & Communications Director** – July 2015-March 2021

- Developed and delivered a marketing strategy to create awareness and engagement with the Smart cities and future mobility sector. This strategy has an emphasis on digital, data, PR and events and has established the Catapult as part of the UK's innovation eco-system.
- Created and delivered a new brand, web presence and relaunch following the merger of two Catapults in April 2019. The activity incorporates both internal and external communication.
- Established and executed an on-going PR strategy that has seen the Catapult and its projects feature in both global mainstream and trade news on a regular basis, including Sky and BBC news. This strategy has positioned the Catapult as the go to organisation for commentary on future mobility issues.
- Oversaw the first UK public demonstration of a driverless vehicle and I had overall marketing and PR responsibility for two of the country's biggest Connected & Autonomous vehicle projects.
- Developed a global event strategy that has created awareness of the UK's innovation capabilities which includes being part of the steering committee for the world's largest smart transport conference.

**GAME Retail plc**, – *UK's leading specialist games retailer; 320 stores, 3000 employees; £900m t/o*

**Senior Marketing Manager** – August 2012-June 2015

- Initially reporting to the CEO and as part of the senior management team, I created and delivered the marketing strategy to support company turnaround; managed advertising, media and PR agency relationships to drive footfall, improve brand awareness and net promoter score, controlled £10m budget.
- Delivered key projects following administration June 2012:
  - Merged companies' brands to Game Retail: successfully managed advertising, POS and PR campaigns
  - Created and oversaw development of new local marketing team with four recruits from stores; mentored and developed with all progressing into senior roles

- Managed and motivated team of 14 by individual discussions, weekly team briefings and annual performance reviews to agree personal KPIs and company objectives.
- Planned and delivered Christmas media (using TV, press, radio, online media including YouTube) and in-store support 2013/14 with spend of £8m.  
**2014:** Commissioned and oversaw Christmas shopping simulator free game - downloaded 1 million times, heightening brand engagement and selected for multiple marketing awards.  
**2013:** Planned and implemented brand campaign using TV and digital to re-establish high street position with awareness of Game's quality customer service, knowledge and expertise; contributed to one of Retail's best Christmas trading performance with 83% like for like sales growth.  
**2013:** Developed and delivered social PR campaigns with agency, aimed at engaging youth market, including 'Christmas Tinner' campaign – A meal in a tin to keep gamers at consoles. Translated into 15 languages, with 200 million views and 90k Facebook shares. Broadcasted on national and international media. Won Best PR Stunt; Best Use of Social Media at Golden Hedgehogs; Best Marketing to Men at SABRE Awards EMEA; Best PR Marketing Week Engage Awards 2014; nominated for Cannes Lion Award.
- Contributed to one of the most successful IPOs in 2014 – prospectus writing, PR management and consumer activity around loyalty shares.

**The Luminar Group** – *Europe's largest nightclub company, 60 venues; £100m turn over*

**Head of Marketing** – June 2010-June 2012

- Initiated a customer focused marketing strategy; managed team of 12 with a £1.5m budget; created UK's largest commercial student brand 'Fuzzy Logic'; grew admissions by 10% with 1 million+ students visiting the 40 clubs during the academic year.
- Controlled trading budget for ecommerce site; overhauled digital strategy, improved online like for like sales by 35%, whilst driving 2.5 million visitors to websites over 12 months; maintained growth and commissioned new website, mobile optimised site and app.
- Identified and launched CRM system; improved email click through rates to 10%+ from 3%; saved £150k p.a. Revamped social media strategy growing Facebook likes to 500k; commissioned an 'F-commerce' product trial
- Launched a partnership with the Ministry of Sound with branded nights which enhanced clubs' credibility; Rolled out 'Jongleurs Comedy club' franchise in 12 clubs over 6 months with 100k+ customers attending comedy night events in first year.
- Oversaw a sell-out 19 date DJ tour by Calvin Harris which generated £500k sales with additional £100k sponsorship raised from Diageo's 'Smirnoff' brand. Managed PR and acted as spokesman, supervised involvement in Channel 4's 'Undercover Boss.'

**Bright House** – *UKs largest rent-to-own retailer; 250 stores; £175m turnover*

**Marketing Controller** – March 2009-July 2010

- Undertook review of in store POS, saved 30% of POS budget, overhauled quarterly catalogue with contemporary feel with increased focus on electronics. Headed team of 4, controlled budget of £5m.
- Headed TV advertising and sponsorship strategy; worked with media agency 'AMS' sponsored Australian soap 'Home & Away'. Followed through into store estate, online and featured on direct mail activity. Increased awareness of 'pay weekly' business model within the target market.
- Devised and implemented Corporate and Consumer PR strategy; handled crisis management of features on Channel 4's Dispatches, BBC's Newsbeat and in News of the World. Secured and ghost wrote a quarterly feature within 'Retail Week' for Bright Houses CEO.

**Virgin Megastores/Zavvi Entertainment Group** (*multiple roles*) – November 1999-December 2008

*UK & Irish Entertainment retail with 200 stores; became Zavvi Sep 2007 following management buyout*

**Head of Communications** – August 2008-December 2008

- Identified and implemented event strategy to establish Zavvi brand. Implemented 300 in-store events to promote core areas of music, films, games, and books; played major part in transformation to new brand.
- Created strategies for advertising, PR (including company spokesman), Ireland specific marketing, student-focussed activity, CSR and 3rd party promotions; motivated 3 direct reports.
- Managed UK and Irish Media and PR agency; oversaw a £3m media spend (TV, press and radio).

**Senior PR, Partners & Promotions Manager** – March 2006-August 2008

- Headed strategies for PR, in-store events, Ireland marketing, student activity, third party promotions and store launches with UK, Irish PR and media agencies; motivated team of Event and Irish Marketing Managers.
- Grew voucher sales by 20%+ during first 12 months; launched and oversaw a Gift Card programme as a replacement for paper gift vouchers.

**Marketing & Relationship Manager** (*secondment*) – **Virgin Digital** – March 2006-October 2006

- Created and implemented marketing strategy; utilised online (PPC, SEO and Affiliate partnerships) and offline (advertising, PR and third-party promotions) techniques; secured promotions with Carphone Warehouse and Virgin companies; grew customer base by additional 200,000.

**Brand & Promotions Manager, Megastores** – July 2003-March 2006

- Devised and launched megastores first nationwide loyalty card which formed an integral element of CRM strategy and 30%+ of card transactions. Re-launched student discount scheme with a Fresher's programme.
- Managed the marketing support for new store launches; oversaw 25 store launches. Built relationships with sister companies; representative for Mobiles shop roll out within concession concept.
- Headed VMR (live in-store radio station), broadcasted from a purpose-built station in Oxford Street, London store; managed the station managers and freelance DJ's.

**Group Visual Media Marketing Manager, Megastores** – February 2002-July 2003

- Headed advertising, in store POS and promotions for games, DVDs and mobile phones UK and Eire; controlled annual £6m spend; motivated team of two Marketing Managers and an Assistant Marketing Manager.

**Marketing Manager, Games & Mobile Phones** – November 1999-February 2002

- Controlled above and below line activity for major platforms and software releases with a budget of £1.5m.

**Intersport Great Britain Ltd, Sports buying & marketing** – August 1997-November 1999

**Marketing Co-ordinator**

- Co-ordinated advertising - brand and product specific TV, press and in-store POS; managed three direct reports and in-house studio team; synchronised roster agencies and liaised with European head office.