

Patrick E. McCabe

p: +1.978.809.0948 | e: ptrckmccb@gmail.com | w: www.patrickemccabe.com | [LinkedIn](#)

EXECUTIVE SUMMARY

- Multi-disciplinary program management executive with extensive experience overseeing complex, multi-platform programs of work in the technology, advertising, and design industries.
- Proven team leader with ability to establish internal and external relationships, drive creative development, and facilitate cross-functional collaboration between stakeholders within highly matrixed organizations.
- Creative problem solver with a track record of delivering innovative solutions for employers and clients including Meta, Samsung, Verizon, Procter & Gamble, Nissan, Puma, Lenovo and others.

EXPERIENCE

Program Manager Lead (Contract), Meta Reality Labs

April 2021 - April 2023

Meta Platforms | Menlo Park, CA (remote)

Freelance consultant brought on to manage large programs of work for the Meta Reality Labs marketing communications team. Worked cross-functionally with a wide range of internal stakeholders and leaders while managing external agencies and vendors.

Key Accomplishments:

- Led integrated go-to-market campaigns for the Meta/Oculus Quest virtual reality headset, including the 2021 Oculus Holiday and 2022 Super Bowl campaigns. Oversaw successful delivery of 1000+ assets to media partners and channels per campaign.
- Built and led cross-functional performance marketing team focused on data-driven, conversion-based lower funnel marketing for first-party and third-party VR apps and games.
- Entrusted with confidential special project involving global updates to Quest sales approach, successfully executing updates across all surfaces.

Director, Program Management

September 2019 - April 2021

AKQA | New York, NY

Program lead for several of AKQA's highest profile clients, including Verizon Wireless and Campari Group.

Key Accomplishments:

- Managed a team of direct reports engaged in a wide range of key Verizon initiatives, including design and development of the Verizon Connected Home app prototype, the My Verizon App, and the launch of the Verizon Visa Card product.
- Program lead for client Campari Group, managing execution of digital brand campaigns featuring brand spokesperson Matthew McConaughey. Developed new production processes at the outset of the Covid pandemic to ensure safe and successful asset capture.
- Managed program scope, staffing, and burn, while building relationships with key client partners.

Head of Digital Operations

July 2018 - September 2019

TBWA\Chiat\Day | New York, NY

Headed digital production capability at TBWA\New York while simultaneously leading operations for keystone client Nissan Motors.

Key Accomplishments:

- Successfully delivered integrated, 360-degree campaigns for multiple vehicle launches a year, including the 2019 Nissan Altima, Rogue, and Leaf.
- Instituted a "hybrid agile" project management approach within a legacy advertising agency by instituting daily scrums, standups, and retrospectives, and introducing new PM tools to the organization.
- Championed innovative, digital-first executions, including the "Murals in Motion" interactive billboard in downtown Los Angeles.
- Represented TBWA in senior and C-level client meetings, and acted as connector between executive, creative, and business leads within the agency.

Group Production Director
Executive Producer
Senior Producer

March 2018 - July 2018
June 2016 - March 2018
September 2014 - June 2016

R/GA | New York, NY

Production leader working primarily on R/GA's cornerstone account, Samsung Electronics.

Key Accomplishments:

- Managed team of producers and account staff delivering global campaigns across a wide range of Samsung product launches, including Galaxy and Note mobile phones, Gear VR headsets, tablets, software & services, and wearables.
- Lead producer for interactive museum exhibition "Bob Greenberg Selects - Connected by Design", which ran at the Cooper Hewitt Smithsonian design museum in NYC. Oversaw development of a companion app that leveraged machine learning, AI, and image recognition to enhance the in-museum experience.
- Served for 3 months as lead Executive Producer for R/GA's Sydney, Australia office.

Associate Director, Integrated Production
Project Manager

March 2014 - September 2014
July 2012 - March 2014

Digitas | Boston, MA

- Delivered the first-ever Vine video for P&G's Tide brand, which developed into an ongoing branded content series on the platform.
- Led PUMA's global social response center during the 2014 FIFA World Cup. Activations arising from this project included the development of the Clio Award-winning "Bite Mark" jersey contest, as well as other real-time executions.

Associate Interactive Producer

March 2010 - July 2012

VitalSource Technologies | Boston, MA

- Managed production of digital education products for publishing industry clients, including ebooks, digital study guides, quizzes, and online periodicals.
- Developed and maintained key day-to-day client relationships with publishing-industry clients including Scholastic, McGraw-Hill, Cengage, and Weekly Reader.

Video Editor/Producer

January 2008 - March 2010

Freelance | Boston, MA

- Unit Production manager on the 2010 feature film "Working It Out", starring Walt Willey ("All My Children") and Gene Jones ("No Country for Old Men").
- Creator of multi-part YouTube content series for the Boston Academy of English.
- Edited a daily video series for a nutrition website publishing across several verticals.

EDUCATION

Trinity College Dublin (Ireland) | Master of Arts, Economics & Politics
Trinity College Dublin (Ireland) | Bachelor of Arts, Economics & Politics

2020
2004

SKILLS

Photoshop, Premiere, Indesign, Smartsheet, Jira, Confluence, Trello, WordPress, Google Drive, MS Office, Google Analytics, Monday.com, MS Project, Asana