

Patrick E. McCabe

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EXECUTIVE SUMMARY

- Program management and creative operations executive with extensive experience overseeing complex, multi-platform programs of work in the technology, advertising, and design industries.
- Proven team leader and creative problem solver, with a track record of facilitating cross-functional collaboration and delivering innovative solutions for clients including Meta, Samsung, Verizon, Pfizer, Procter & Gamble, Nissan, Puma, and others.

EXPERIENCE

Program Lead, Meta Reality Labs (contract)

2024 - Present

Meta Platforms | Menlo Park, CA (remote)

Marketing Program Lead for Meta's Meta Ray-Ban AI glasses product, leading full-funnel go to market campaigns.

Key Accomplishments:

- Lead campaign development, execution, and delivery for Ray-Ban Meta Spring-Summer 2025 marketing initiatives.
- Manage roster of external agencies, cross-functional internal stakeholders, and key strategic partners to drive strategic and executional alignment.
- Oversee creative delivery for campaigns consisting of 5000+ creative assets across a range of paid and owned media channels.

Senior Vice President, Program Management

2023 - 2024

Publicis | New York, NY

PMO and delivery lead for Publicis New York, overseeing development and delivery of brand strategy, go-to-market campaigns, and digital products for cornerstone Pfizer account while collaborating closely with agency C-suite leadership.

Key Accomplishments:

- Delivered integrated Super Bowl campaign launching Pfizer's 175th anniversary, including a Super Bowl broadcast commercial, dedicated campaign site, targeted digital/social ads, and real-time social response room.
- Developed and implemented process and ways of working for cross-functional and cross-agency collaboration as part of Publicis 'Power of One' integrated service model.
- Acted as trusted agency partner for C-suite Pfizer clients while managing a team of direct reports.

Program Lead, Meta Reality Labs (contract)

2021 - 2023

Meta Platforms | Menlo Park, CA (remote)

Led large programs of work for the Meta Reality Labs marketing communications team. Facilitated cross-functional collaboration while managing external agencies and vendors.

Key Accomplishments:

- Managed integrated go-to-market programs for the Meta/Oculus Quest virtual reality headset, including the 2021 Oculus Holiday campaign.
- Led cross-functional performance marketing team focused on data-driven, conversion-based lower funnel marketing for VR apps and games.
- Led special projects, including global rollout of confidential product pricing updates across owned and paid surfaces.

Director, Program Management

2019 - 2021

AKQA | New York, NY

Program lead for AKQA's largest clients, including Verizon and Campari Group.

Key Accomplishments:

- Oversaw requirements gathering, sprint planning, UX/UI design, and UAT activities for the following Verizon products:
 - My Verizon App (iOS and Android)
 - Verizon.com
 - Verizon Visa Credit Card
 - Connected Home prototype app

- Led development and execution of digital brand campaigns for Campari, featuring brand spokesperson Matthew McConaughey.
- Led a team of direct reports and managed program scope, staffing, and burn, while building relationships with key client partners.

Head of Digital Operations

2018 - 2019

TBWA\Chiat\Day | New York, NY

Headed digital production capability at TBWA\New York while 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.
- Championed innovative, digital-first executions, including the “Murals in Motion” interactive billboard in downtown Los Angeles for the 2019 Altima launch.
- 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

2014 - 2018

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

2012 - 2014

Digitas | Boston, MA

- Delivered the first-ever Vine video for P&G’s Tide brand, developed into an ongoing branded content series..
- 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

2010 - 2012

VitalSource Technologies | Boston, MA

- Managed production of digital education products for publishing industry clients.
- Developed and maintained key day-to-day client relationships.

EDUCATION

- **Master of Arts**, Economics & Political Science | Trinity College Dublin (Ireland)
- **Bachelor of Arts**, Economics & Political Science | Trinity College Dublin (Ireland)

SKILLS

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