

Patrick E. McCabe

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PROFESSIONAL PROFILE

Creative Operations & Marketing Program Leader

Trusted leader with 15+ years of experience driving full-funnel, multi-channel marketing programs for world-class brands including **Meta**, **Pfizer**, **Samsung**, and **Verizon**. Proven ability to bridge strategy and execution while leading cross-functional teams, scaling creative operations, and delivering integrated campaigns at global scale. Equally comfortable in agency, client-side, and hybrid environments. Adept at navigating emerging tech and AI-driven marketing transformation.

Key Expertise

Creative Operations | Team Leadership | Program Management | Go-to-market Strategy | Agency/Client Collaboration | Process Design | Budget Oversight | Campaign Localization | Digital Asset Management | Partner Management

EXPERIENCE

Program Lead, Meta Reality Labs (via contract)

Meta Platforms | New York, NY | 2021-2023 & 2024-Present

Lead go-to-market campaigns for Meta's cutting-edge hardware products, including Quest VR headsets and AI smart glasses.

- Lead full-funnel marketing programs, managing global creative delivery of campaigns consisting of 2,000+ assets across paid and owned channels, including Digital Retail, Physical Retail, web, and others.
- Oversee agency and vendor partnerships, including budget ownership, SOW negotiation, and resource alignment.
- Direct cross-functional teams across global markets to ensure campaign cohesion and efficiency.
- Support performance marketing for VR apps and games, driving growth through data-informed creative execution.
- Manage rollout of confidential product pricing initiatives across international markets.

Senior Vice President, Program Management

Publicis | New York, NY | 2023 - 2024

PMO and delivery lead for Pfizer account within the Publicis US New York headquarters.

- Delivered integrated 175th anniversary campaign for Pfizer, including Super Bowl broadcast spot, campaign microsite, real-time social response room, and digital/social media executions.
- Managed and coached team of high-performing direct reports across strategic and creative development workflows.
- Designed cross-agency collaboration model under Publicis' "Power of One" offering.
- Acted as day-to-day strategic partner to C-suite clients, ensuring business alignment and creative quality.

Director, Program Management

AKQA | New York, NY | 2019 - 2021

Led multi-disciplinary teams engaged in digital product development and brand campaigns for Verizon and Campari Group.

- Oversaw UX, UI, sprint planning, and QA for My Verizon app (iOS/Android), Verizon.com, and Connected Home initiatives.
- Produced integrated campaigns for Campari, including branded content series featuring 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

TBWA\Chiat\Day | New York, NY | 2018 - 2019

Headed digital production capability at TBWA New York while managing digital production and operational strategy for Nissan Motors account.

- Delivered 360-degree campaigns for vehicle launches including Nissan Altima, Rogue, and Leaf.
- Acted as senior client partner, aligning agency and client executive leadership.
- Led team of project managers and producers.

Group Production Director / Executive Producer / Senior Producer

R/GA | New York, NY | 2014 - 2018

Oversaw global campaign production and experiential innovation for Samsung Electronics.

- Led teams delivering product launch campaigns for Galaxy, Note, Gear VR, wearables, and software/services.
- Developed innovative interactive retail executions intended to drive consumers through the purchase funnel, from awareness to conversion.
- Produced the Cooper Hewitt “Bob Greenberg Selects” AI-enhanced museum exhibit and app.
- Served as interim Executive Producer in R/GA’s Sydney office for three months.

Associate Director, Integrated Production

Digitas | Boston, MA | 2012 - 2014

- Launched P&G Tide’s first Vine video campaign; evolved into multi-channel content series
- Led global real-time social content center for PUMA during the 2014 FIFA World Cup

Interactive Producer

VitalSource Technologies | Boston, MA | 2010 - 2012

- Delivered digital education products and client-facing solutions for publishing industry partners.
- Developed and maintained key day-to-day client relationships.

EDUCATION

M.A. Economics & Political Science

Trinity College Dublin (Ireland)

B.A. Economics & Political Science

Trinity College Dublin (Ireland)

SELECTED PROJECTS

- **[Oakley-Meta Launch Asset Library](#)**: Oversaw creation of a library of 2000+ evergreen assets for launch of new Oakley-Meta smart glasses product, encompassing video, still, and 3D renders. Delivered assets to channels including Physical Retail, Digital Retail, Web, Organic Social, and others.
- **[Quest VR Holiday Campaign](#)**: Managed cross-functional stakeholders and external agency partners to launch critical Holiday campaign for the Meta Quest VR headset.
- **[AI-Enhanced Museum Experience](#)**: Produced interactive museum exhibit for Cooper Hewitt-Smithsonian leveraging machine learning, AI, and image recognition to personalize visitor experience.

TOOLS & SKILLS

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