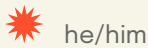


Harvey McCabe



Digital Strategist and
Senior Project Lead

I combine canny insights with
creativity to solve strategic problems
and build lively digital communities.

From perception shifting social, to
long-term audience growth, and
storytelling through video and audio.

I have over 12 years' experience of
building successful social media
strategies and insight-driven campaigns
for high profile brands in the UK media
industry (BBC, Bauer Media and more).

I enjoy bringing together teams to
deliver content that offers genuine value
to its audience - prioritising open and
empathetic leadership.

Manchester + remote
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✧ Skills

Audience trends: An understanding
and deep curiosity for how people
engage online. Expertise in organic
social and fan-centred communities.

Creative, data-informed strategy:
Commissioning, dissecting, and
interpreting data to guide decisions
and deliver against objectives.

Project ownership: Coordinating and
mentoring teams to deliver complex
projects on time, on brief, on budget.
From workshop and pitch, to PCA.

Stakeholder engagement: Leading
change by understanding the needs
of editorial, business and client
teams, keeping them aligned with
tailored and open two-way comms.

Content production: From ideation
and planning, to directing talent.

Digital tools and production: Adobe
Creative Suite (inc. Photoshop,
Premiere, After Effects, Audition),
DaVinci Resolve, Notion, Figma,
Trello, GitHub, Office 365, Google
Workspace, AI Models, Jira.

✧ Education

King's College London, UoL
BA Applied Linguistics
First Class Honours

Experience

Freelance Projects Jul 2024 - Present

- Working with freelance clients - following a mini career break, spent travelling Australia.

Senior Social Lead - BBC Radio 2, Radio 3, 6 Music Dec 2023 - Feb 2025

- Led my talented team to generate over 1 billion organic video views in 2024, through always-on creative campaigns, talent and artist collabs, and repositioned strategies.
- Launched an ambitious new offer for Radio 3 on TikTok and Instagram, inviting underserved audiences to access and be inspired by classical music - following extensive research and a successful pitch for funding and new hires.
- Helped 6 Music gain industry recognition with a social action initiative to address the issue of online abuse, while giving musicians a platform to share their experiences.
- Oversaw a record social performance for our festival season (Glastonbury, Radio 2 in the Park, 6 Music Festival and BBC Proms), delivering measurable growth on streaming.
- Accountability for QA, managing annual budgets and line managing a team of seven, plus a wide network of freelancers and embedded colleagues from our retained agency.

Senior Audiences Planner - BBC Radio Social Media Nov 2022 - Dec 2023

- Worked with stakeholders to develop a robust process for smart prioritisation across all national networks, unlocking capacity for more premium and strategic campaigns.
- Transformed our department's approach to data and storytelling with our stakeholders - designing a new cycle of reporting, democratising access to data with new tools, presenting insights, tracking targets, and shaping tactics for future-proofing our reach.
- Played a central role in doubling our team's metric performance, aided by an insight-led shift to close a number of high profile accounts and experiment with new platforms.
- Led the implementation of new branding for TV and Radio social - navigating complex timelines, shaping agency specs and templates, and managing comms and onboarding.

Social Media Lead / Strategist - Freelance roles Oct 2020 - Nov 2022

BBC Radio/ Sounds

Social Media Manager (Cover) - Radio 1 Jul 2022 - Oct 2022
Project Lead - Social Media Nov 2021 - Oct 2022
Radio 1 Paid Campaign Lead - SE Creative (Agency) Mar - May 2021

Bauer Media

Digital Producer - KISS Jun 2022
Hits Radio Network Digital Editor (Paternity Cover) May - Jul 2021
Social Producer - Greatest Hits Radio Oct 2020 - Jan 2021

Other contracts

Social Producer - Lime Pictures Sep 2021
Social Consultant - Audio Always (Production Agency) Jan 2021
Client Account Manager - Monty (Agency) Oct 2020 - Apr 2021

Launch Senior Social Lead - BBC Sounds Oct 2018 - Dec 2018

- Developed new processes at pace and shaped the BBC's editorial offer on social media, as it launched its high profile streaming product for music, radio and podcasts.
- Worked closely with my team, podcast commissioners, agencies, and Marketing/Media Planning to create a compelling calendar of promotional posts across organic and paid.

Social Media Manager - BBC Radio 2 Jul 2017 - Sep 2020

- Led the social output for the UK's most listened to station, as it evolved to attract younger audiences, working with shows to craft optimised audio, video and memes.
- Harnessed high profile presenters and an active community of listeners to drive discovery - developing campaigns for key on air events, with a pivot to studio video.

Programme Manager Jan - Jul 2017 Producer Jun 2015 - Dec 2016 Heat Radio

- Managed the delivery of a 24/7 schedule of shows on Bauer's celebrity station, coaching presenters and delivering stand-out commercial partnerships (NOW, Bahlsten).

Freelance Assistant Digital Producer - BBC Radio Jan 2015 - Jun 2015
Freelance Assistant Radio Producer - Bauer Media Sep 2013 - Feb 2015