

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  
07867 493510  
harveymccabe.com  
harveyjmccabe@gmail.com

✨ 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, Bahlсен).

Freelance Assistant Digital Producer - BBC Radio Jan 2015 - Jun 2015

Freelance Assistant Radio Producer - Bauer Media Sep 2013 - Feb 2015