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July 30th, 2025

Hiring Manager

Meta

**SUBJECT:** Application for Remote Channel Experiences Planning Program Manager at Meta

Dear Hiring Manager,

I am writing to express my enthusiastic interest in the Remote Channel Experiences Planning Program Manager position at Meta, as advertised on LinkedIn. My 10+ years of experience in leading complex go-to-channel initiatives and product launches for global brands in the retail, travel, and technology sectors align perfectly with the requirements of this role.

In my role as a Senior Project Manager, I have a track record of bringing process rigor to multifaceted programs. For example, I led the go-to-channel strategy for Royal Caribbean's guest applications, launching AI-driven digital experiences and new features across their fleet. I established execution excellence by leveraging SAFe and Scrum frameworks to manage roadmaps, track KPIs, and ensure on-time delivery that directly supported sales and customer engagement goals.

A cornerstone of my expertise is fostering stakeholder alignment and driving clear communication, from C-level executives to cross-functional technical teams. I excel at translating complex project statuses into clear RAG reports and leading the rhythm of business to ensure all parties are aligned on strategic goals and execution plans. My experience managing globally distributed teams of over 100 professionals has honed my ability to influence without authority and manage change effectively.

My background includes direct experience with consumer electronics and integrated hardware/software launches, such as managing the rollout of bodycam devices for public safety and developing Metaverse applications. I am confident that my adaptive approach and my expertise in planning and executing complex channel initiatives will allow me to drive sales, growth, and velocity for Meta's Reality Labs products. Thank you for your time and consideration.

Sincerely,

Sebastian Ochoa Alvarez