

Harvey McCabe

✳ he/him

Creative Strategist and Senior Digital Lead

Hi, I'm Harvey - a digital strategist and lead that probably spends too much time on the internet.

Here to work on creative projects that cut through the noise and offer genuine value to audiences.

I have over a decade's experience of building social media communities and insight-driven campaigns for high profile brands in the UK entertainment industry (BBC, Bauer Media and more). After a career break travelling across Australia, I'm now looking for new opportunities in creative strategy.

I love bringing together teams and using data and ideas to solve problems - prioritising inclusive, open and empathetic leadership.

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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.

Project ownership: Coordinating and mentoring teams to deliver multiple complex projects on time, on brief, on budget. From workshop and pitch, to PCA. Experience of Agile and Kanban delivery.

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

Digital tools and production: Notion, Figma, Trello, GitHub, Office 365, Google Workspace, AI Models, Miro, Jira, Adobe Creative Suite.

✳ Education

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

Scrum Product Owner (PSPO I)
In progress

Experience

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, by giving artists and fans a platform to discuss their experiences of online abuse, with our 'Change The Tune' campaign.
- 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 team'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 futureproofing 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

Digital Producer - Thelonious Punk Oct 2020 - Nov 2020

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

Front End Web Developer - Sqwarkr Social Tool Nov 2014 - Jun 2015

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