


# MELVIN "MAC" MCCABE

PROGRAM MANAGER (PMP®)

 (509) 339-6088

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 bythefire.work

## PRACTICAL PROJECT LEADERSHIP

Good systems produce results; reports help teams understand them. I'm a practical project leader who cares more about producing great work than admiring the plan. I stay steady when things get messy, help teams talk plainly about what's really happening, and adapt as needed to get the work across the line.

## CORE SKILLS

### Project & Delivery Leadership

- Project lifecycle management
- Schedule & milestone management
- Risk, scope, and dependency management
- Stakeholder communication
- Resource planning / capacity planning

### Product & User Focus

- Product leadership with MVP and iterative mindset
- User- and conversion-focused decision making
- Requirements discovery and backlog refinement
- Practical UI/UX expertise with focus on clarity & conversions

### Technical Fluency

- Working knowledge of HTML, CSS, PHP, and databases
- WordPress, OctoberCMS, Magento, Shopify
- Strong technical collaboration and systems thinking

### Tools & Systems

Jira (workflow design, reporting, administration)

Confluence (documentation, SOPs, knowledge management)

CMS platforms, Cloudflare, GA4, SEO, Search Console

## EXPERIENCE

'12 -

### SEATTLE MB, LLC

PROJECT & PRODUCT MANAGEMENT (PMP®)

Progressed from junior developer to project leader, helping grow annual company revenue from ~\$400K to over \$1.25M through disciplined delivery, right-sized workflows, and strong team leadership. Improved client retention, established scalable SOPs, tightened delivery processes for maximum throughput. Led delivery across 30 concurrent client projects and oversaw delivery pipelines supporting ~\$1.25 in annual revenue.

'07 - '11

### DISCOVER THE PASS MAGAZINE

FOUNDER / PUBLISHER

Founded and led a regional digital and print lifestyle magazine, coordinating a small creative team and building strong community demand before the 2008 financial crisis brought the venture to an early close.

'04 - '12

### FREELANCER

WEB DESIGN / DEVELOPMENT

Delivered early web solutions for small businesses, non-profits, and chambers of commerce, driving measurable revenue growth and long-term client relationships, including a non-profit client active more than 20 years later.

## EDUCATION & CERTIFICATIONS

### College Coursework (100+ credits)

Coursework in Accounting, Business, Communication, and related disciplines

Applied learning alongside full-time professional and entrepreneurial work

### Certifications

Project Management Professional (PMP®)

Google Ads Certification

Google Analytics Certification