

# Tanesha Reeves

For five years, I've specialized in cultivating safe, inclusive, and highly engaged online communities by building authentic connections. I excel at fostering dynamic customer interactions, managing crises, collaborating cross-functionally, and driving significant social media and engagement growth.

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## EXPERIENCE

### DEPT Agency — Senior Community Manager

June 2025 - PRESENT

- Led and developed a team of Community Managers, fostering a collaborative and high-performing environment
- Collaborated with internal teams to escalate and resolve customer inquiries, social media feedback, and reputational concerns in a timely and strategic manner.
- Developed creative, social-first campaign concepts aligned with client brand voices, helping to drive engagement and support broader communication goals

### Community Manager

June 2023 - June 2025

- Strategically managed daily content publishing and community engagement across multiple social platforms, including Meta, Instagram, Twitter, YouTube, TikTok, and Reddit.
- Drove significant audience engagement, helping DoorDash's Community Management initiatives surpass 2 million likes across social media channels within one year.
- Conducted daily monitoring of client social channels to manage brand reputation, foster audience relationships, and identify opportunities for proactive engagement.
- Identified, sourced, and secured user-generated content (UGC) and influencer partnerships for brand amplification and repurposing across digital channels

### Samsung Electronics America — B2B and B2C Community Manager

January 2022 - June 2023

- Manage the day-to-day posting of social content across all social media platforms including Meta, Instagram, Twitter, LinkedIn, YouTube and TikTok
- Lead the development, strategy and management of online social communities for Samsung U.S. B2B and B2C brands and social channels.
- Monitor and prepare for customer-service issues, consumer questions and comments (positive and negative) and other timely matters.
- Oversee escalations of sensitive content on both B2B and B2C channels
- Partner with client and agency teams to quickly execute plans for right-time moments
- Manage the college ambassador program and engage with posts on TikTok, Instagram, and LinkedIn

### Pizza Hut — Social Media Agent

October 2020 - January 2022

- Monitor inbound social conversations across Pizza Hut social media channels, and identify response opportunities to comments, questions or concerns
- Escalate sensitive customer issues to internal Pizza Hut teams and stakeholders
- Report on activity and findings, summarizing community trends and insights
- Member of the Brand Advisory Board for Diversity and Inclusion

## SKILLS

Khoros Marketing and Care

Extensive knowledge of

Sprinklr and Sprout

Extensive knowledge of social listening tools like Meltwater and Brandwatch

Graphic design and video editing skills e.g., Canva, Adobe Suite

## Notable Clients

eBay

DoorDash

Reddit

Five Below

Team USA

Logitech

## EDUCATION

University of Kentucky  
Bachelor of Business  
Marketing and  
Management

2016 - 2020