

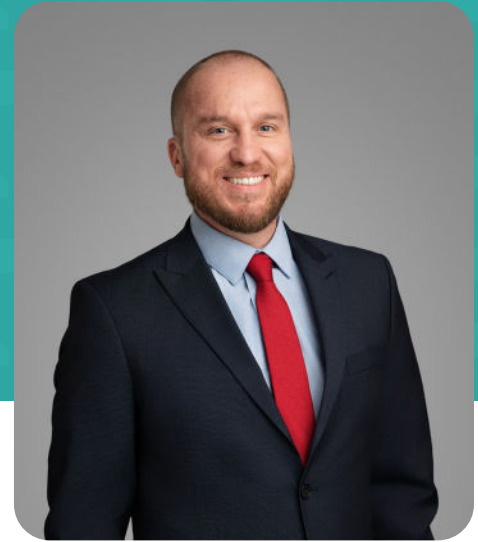
Jeff Reeves

Manager

Jeff Reeves is a North Carolina native who is a veteran in the local news field with expertise in digital content and audience growth. Jeff has worked the last 10 years focused on the digital landscape, navigating the changes to social media and audience behaviors to grow key metrics tied to revenue.

He began his career at WRAL-TV before moving to WNCN-TV where he would eventually lead the digital team. Jeff led the digital team to unprecedented success through coverage of events like Hurricane Florence, the COVID-19 pandemic, and the George Floyd riots. Jeff helped WNCN win RTDNA's best news website for the Carolinas twice.

He was born and raised in Greensboro and moved to Raleigh to attend North Carolina State University where he earned his bachelor's degree in communications.



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NAVIGATING THE NARRATIVE

- Community Assessment
- Crisis Management
- Media Relations
- Project Launch
- Social Media
- Stakeholder Management