Teshi Reeves

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Lead on PlayStation Arabia's regional social account at ITP Gaming, trusted by the client to own its strategy, channels and campaigns, and scriptwriter, voice and editor for Middle East Gamer's third-party games coverage. Three years in games across two complementary brands: one teaches how global PlayStation content reaches a regional team and gets adapted, approved and published; the other keeps me across the whole industry, its publishers and its communities. Film-school trained; I produce most of what I plan.

EXPERIENCE

Jul 2026 – present

Senior Content Executive

ITP Gaming, ITP Media Group · Dubai

- Lead on PlayStation Arabia's 12-month social retainer, secured on the strength of the three-month interim I led (April to June 2026). Instagram views grew from 374K a month (March) to 10M (September), and the engagement rate from 1.30% (January) to 18.63% (June).
- Retained as creative lead at the explicit request of PlayStation's Regional Marketing Director, with lead oversight across all regional social channels and campaigns.
- Creative lead on PlayStation Arabia's owned channels (Instagram 1.49M, Facebook 557K, X 356K): monthly calendar, concepts in the regional submission format, localisation of global assets, in-house production, Wrike approvals, publishing and monthly reporting to Sony Interactive Entertainment's regional team.
- Creative lead on the summer 2026 campaign, Destination for Play: identity, animated system and the three-episode Play Your Way YouTube series. Build Your Backpack, a Stories participation mechanic: 371 community-built backpacks, 516K views, 37,263 engagements, 2,289 link clicks.
- Creative lead on the regional It Happens on PS5 Playmaker shoot (eight creators, one studio day); produced the campaign wrap-up film, made the owned-channel rollout (poster reveal 1.82M views, Absolute Cinema 852K) and shot all behind-the-scenes photography. Full campaign: 14.2M views, 674.9K engagements, +47.5% and +76.7% year on year.
- Marvel's Wolverine owned-channel content across the launch year: 61 pieces, 2.16M views, 3.12% engagement rate, including the Arabic localisation announcement and limited edition unboxing.

Mar 2025 – Jun 2026

Content Executive

ITP Gaming · Dubai

- Stepped up during a three-month agency transition (April to June 2026) to take full ownership of PlayStation Arabia's regional social strategy, channel management and execution. First month against March: Instagram comments +1,326%, likes +446%, saves +263%, shares +230%; engagement rate 1.30% (January) to 18.63% (June) on the monthly-report basis. The results secured ITP Gaming a full 12-month retainer for the account.
- Shifted the channels to community-first formats (Your Month Your PS World 470K views; community callout 702K; 007 codename 668K, the English version reused by other markets) and planned and reported launches against client KPI forecasts (Saros: 2.14M views against 290K forecast; Days of Play: 2.7M views, 89K interactions).
- Produced all PlayStation Arabia social assets in-house: statics, carousels, motion and video in Photoshop, Premiere Pro and After Effects, including Arabic versions of global trailers, explainers and templates with the correct age ratings per market.
- Launched Middle East Gamer's short-form games coverage from zero: Dying Light: The Beast launch week 10.5M views across 18 pieces (which led to Tencent Level Infinite's first regional promotion with the publication), Ghost of Yōtei 1.7M, High on Life 2 1.4M. Scripted, voiced and edited around fifty game recommendation reels; one UNFROST Reel reached 447,787 views.
- Interviewed Vlad Loktev, Roblox's Chief Creator Ecosystem Officer, and TTK Testing creator PopTartNoahh at RDC 26; built launch coverage reports and case-study pages used by the commercial team with publishers.
- Supported the Death Stranding 2 World Strand Tour livestream from the Esports World Cup 2025; ran the Aramco Esports Championship's online infrastructure and 20 finalists on the ground; web and screen assets for Aramco, ITP.com, EA's Saudi Pro League ratings reveal and ITP Live.

Oct 2024 – Mar 2025

Editorial Intern

ITP Gaming · Dubai

- Captured and edited behind-the-scenes content at activations across the UAE, including PlayStation Hide and Seek at Expo City Dubai; produced the PlayStation Arabia 2024 year-in-review film.
- Content plans for campaigns including Ubisoft's Assassin's Creed Shadows Ramadan initiative; press releases for Dazed MENA and ITP Live events; edited an episode of the Press X podcast.

Sep 2019 – present

Founder, Gamer.Knowledge

Gaming news community on Instagram and TikTok · UK

- Built from scratch with graphics and video reporting on gaming news; partnered with EA (Apex Legends), Meta Quest and Amazon Games on launch campaigns and ran a creator campaign with Jaden Williams.

EDUCATION

BA (Hons) Creative Filmmaking, First Class Honours
Screenology, Plymouth Marjon University, Bristol

BTEC Level 3 Creative Media Production (TV and Film), DDD
Isle of Wight College

TOOLS AND SKILLS

Premiere Pro · After Effects · Photoshop · Illustrator · Lightroom · Audition · Wrike · Meta Business Suite · Microsoft 365 · Google Workspace · Slack · Claude Code and Python automation · Sony A7 III / FX3 photography · Scriptwriting and voiceover · Arabic localisation workflow · Reporting and insights

Portfolio: teshireeves.com/playstation · References and campaign reports available on request. Figures are from client reporting and publisher launch reports on file.