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NP Strategy

Heather Hoopes-Matthews

Heather Hoopes-Matthews is an award-winning journalist with extensive experience helping clients effectively engage the media. A graduate of the prestigious University of Missouri-Columbia journalism school, Heather has delivered live news from the center of hurricanes, worked with “The Capital Gang” at CNN, and conducted investigative reporting that changed a South Carolina law to protect children.

In 2002, Heather brought her valuable experience as an investigative reporter to Nexsen Pruet, to serve as the marketing and public relations director for the eight-office, 200-lawyer business law firm based in the Carolinas. Her passion for turning complicated information into a clear and concise message quickly added value to the firm’s business development efforts and to law firm clients in the midst of a crisis.

In 2013, Heather helped launch NP Strategy, to assist companies with messaging and stakeholder engagement in rapidly changing environments. Her experience ranges from developing and implementing statewide community relations efforts for economic development projects to training business executives and government leaders in public speaking and media relations.

When she isn’t working, Heather and her husband are likely in a boat fishing off the coast of South Carolina. A frequent public speaker, Heather enjoys sharing about her faith in God and leading community Bible studies.



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**ALL STRATEGIES
ARE NOT
CREATED EQUAL**

- + Community Assessment
- + Crisis Management
- + Media Relations
- + Message Development
- + Project Launch
- + Stakeholder Management

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