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NP Strategy

Celesia Patterson

Celesia Patterson has integrated marketing communications experience in nonprofit organizations, corporate healthcare, higher education and legal services. Her creative expertise spans across agency and corporate settings with vitality for proactive planning and organization. Celesia's role as Strategic Marketing Manager involves implementing and managing business development, marketing initiatives and client relations. She is dedicated to developing new business opportunities for attorneys at Nexsen Pruet and diverse clients for NP Strategy.

Before joining NP Strategy, Celesia was Marketing Manager for a midsized, corporate litigation firm in the Carolinas. She managed the firm's daily marketing initiatives—public relations, graphic design, website management, brand management and event planning for each practice group.

Celesia earned a Master of Mass Communications from the University of South Carolina's College of Journalism and Mass Communications. She will complete a Juris Master Degree from Emory University School of Law in 2022. Celesia is a member of the Legal Marketing Association, Public Relations Society of America, and an affiliate member of The Defense Research Institute. She currently serves on the Board of Directors for the Homeowner's Association of South Carolina and volunteers to mentor youth within the Greenville community.

As an avid Gamecock, Celesia enjoys involvement in various aspects of the Carolina community. When time allows, you can find Celesia hiking, cycling, traveling and sipping an iced caramel macchiato. Her other passions include serving in Christian ministry.



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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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