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NP Strategy

Jada Samuel

Jada Samuel is a creative communicator with a passion for storytelling.

Jada began her career as a lifestyle producer-reporter for the Palmetto Weekend at WIS News 10 in Columbia, SC. Before joining NP Strategy, Jada worked with small businesses, nonprofits and political candidates as a digital strategist.

Jada attended the University of South Carolina and received her Bachelor of Arts in Broadcast Journalism from the School of Journalism and Mass Communications, and is currently pursuing a Master of Business Administration with a Marketing Concentration.

Jada is a native of Greenville, SC and has spent several years competing in the Miss South Carolina and Miss SC USA systems. She is the servant leader behind a girls mentoring organization called iShapeMe Inc. In her free time, she enjoys crocheting or leaving restaurant reviews.



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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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