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NP Strategy

Denada Jackson

Denada Jackson is an award-winning public relations leader with nearly two decades of experience in strategic communications, media and community relations, marketing, and relationship management.

Leveraging her extensive background in municipal government, Denada often helps clients navigate the intricacies of elected official relationships and government policies. Prior to joining NP Strategy, she held various key positions with the City of Charlotte, where she worked closely with Mayor Vi Lyles and the Charlotte City Council to provide communications support, event coordination and relationship management. She also played an integral role coordinating initiatives with the White House and North Carolina Governor's Office.

Denada's specialty lies in orchestrating memorable events, from intimate dinners to large community festivals, where every detail serves as a platform to showcase and elevate brands. She meticulously crafts event strategies to wow guests and impress VIPs.

In 2017, Denada received the Women in Business Award from the Charlotte Business Journal for her career and community achievements. Denada was also inducted into Who's Who in Black Charlotte in 2023 for her achievements in business.

Denada is a recognized community leader with a passion for youth empowerment and education. She is currently a board member of the Thomas Davis Defending Dreams Foundation, which provides free programs and educational opportunities for underserved youth.

A Charlotte native, Denada graduated from North Carolina A&T State University with a degree in journalism and mass communications. Denada loves to attend concerts, travel and spend time with her family, friends and her golden doodle, Elle.



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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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