

Beverly Bowers

Manager



Curious by nature, Beverly Bowers is constantly seeking solutions for complex problems and answers to a myriad of questions. Through her love of storytelling, connecting people, and knack for understanding business and industry, Beverly brings a holistic approach to strategic communications, serving client's individual and often unique needs.

With a focus on economic development and government affairs, Beverly assists clients with strategic communications plans, events, stakeholder engagement and community outreach. She is in tune with changing news cycles and helps clients stay one step ahead in engaging their audiences.

Prior to joining NP Strategy in 2021, Beverly spent nearly a decade in the independent insurance sector, specializing in project management and business development. With a particular focus in property and casualty, she developed strong relationships on both the client and broker sides, fostering the growth of client accounts and expanding business across both North and South Carolina.

A strong public speaker, Beverly is a natural leader active in the community where her roots run generations deep in the Midlands. She is a graduate of the Leadership Columbia Class of 2023, is active on the Columbia Chamber of Commerce Public Policy Committee, and previously served on the board of the Midlands Chapter of the American Advertising Federation.

A South Carolina native, Beverly graduated from Wofford College with a degree in History and Communications. She lives in Columbia with her husband and Boykin Spaniel. In addition to her professional roles, Beverly is active in her church.

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NAVIGATING THE NARRATIVE

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