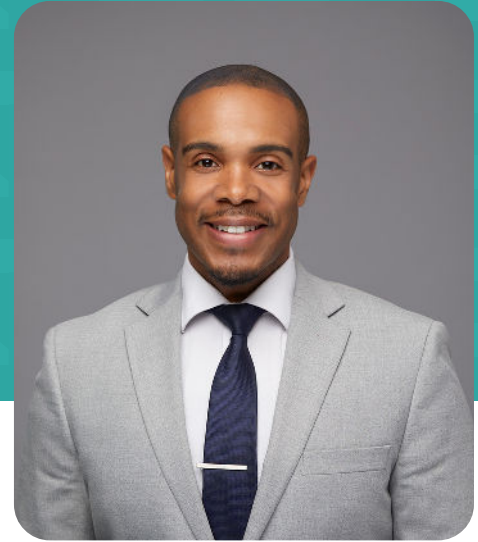


Darain Ginyard

Creative Specialist



Darain Ginyard is a skilled creative visual communicator with a passion for blending visual design and marketing.

As a Creative Specialist with NP Strategy, he excels in branding, graphic design, visual communication, and digital art, crafting impactful visuals for clients across industries like healthcare, government, non-profits, technology, and more. Darain collaborates closely with clients to build resonant brand identities and deliver strategic, detail-oriented results.

He began his career as the Brand and Digital Coordinator for Cooperative Health, a Federally Qualified Health Center, where he developed his creative voice through effective branding and digital campaigns. Darain's journey into design started during his undergraduate studies at the University of South Carolina, where he earned a B.S. in Exercise Science with a minor in Psychology and refined his communication design skills as Vice President of The Association of Minority Pre-Health Students.

Darain furthered his expertise by earning a Master's in Mass Communication with a focus on digital marketing from Southern New Hampshire University, graduating with a 4.0 GPA and earning membership in prestigious honor societies.

Beyond work, Darain contributes to the arts as a board member of One Columbia for Arts and Culture, supporting community relationships and cultural initiatives. As the Marketing and PR Director for Columbia Fashion Week, he is also committed to shaping Columbia, SC's local fashion scene.

In his downtime, Darain enjoys spending time with family and friends, playing saxophone, photography, videography, and running to his favorite playlist. Fluent in Spanish, he finds inspiration in diverse cultures and artistic expressions, bringing a multifaceted, creative approach to all he does.

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