

Jesica Johnson Mackey

Vice President



Jesica Johnson Mackey is an experienced strategic communications professional working with government agencies, non-profits and public sector companies to deliver their message. She has built her career in South Carolina helping clients manage their social and political risks, improve their images, and gain public or political buy-in for their projects.

Being raised in South Carolina, Jesica has a passion for improving communities in her state. She began her career working in local government for the City of Goose Creek. Combining her communications and public policy experience she helped lead communication and economic development efforts for the municipality. Prior to joining NP Strategy, Jesica worked as a strategic communications consultant at a global engineering firm, advising public and private sector clients in North and South Carolina on communications strategies for large, complex infrastructure projects.

Jesica attended the University of South Carolina where she received a Bachelor of Arts in Journalism and Mass Communications and a Masters of Public Administration. She is a graduate of the South Carolina Economic Development Institute, the Riley Institute Diversity Leaders Initiative, Leadership Columbia and has been honored by Columbia Business Monthly as a Best and Brightest 35 and Under.

In 2020, Jesica was elected to Richland County Council representing District 9 in northeast Columbia, SC. Committed to inspiring positive change in her community, Jesica serves on the boards of South Carolina First Steps, EdVenture Children's Museum, and Columbia Museum of Art.

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NAVIGATING THE NARRATIVE

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