

Taylor Kearns

Senior Creative Advisor



Taylor Kearns has spent nearly 20 years as a professional storyteller. With roots in short films and journalism, he's now a Senior Creative Advisor with NP Strategy responsible for finding creative approaches to solving client problems and shaping messaging as effectively as possible.

Spending seven years as a photojournalist and reporter taught Taylor that despite our shrinking attention spans, a story told well will be noticed, change perceptions, and spark change. Combining that lesson with a unique approach to the medium of TV news resulted in several regional Emmy awards, recognition from the National Press Photographers' Association, and an invitation to serve as an instructor at the University of South Carolina. Opportunities that arose because of Taylor's ability to tell stories in a clear, quick and compelling way.

The same abilities led Taylor to spend several years creating video content for a regulated utility, and ultimately owning his own video production company. Taylor has established himself as a trusted storyteller who can deliver information in a way that makes sense. Today he enjoys using those talents to further the goals of NP Strategy's clients.

A lifelong South Carolinian, Taylor is from Hartsville but has lived in Columbia since attending the University of South Carolina. While he's not out shooting video, you'll probably find him in his garage working on his dovetail joinery, or catching up on the latest streaming content with his wife and 2 border collies, Millie and Joey.

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NAVIGATING THE NARRATIVE

- Community Assessment
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- Crisis Management
- Media Relations
- Project Launch
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- Video Services