

Whitney Satterwhite

Specialist

Whitney Satterwhite is a well-rounded communications professional with experience in advertising, public relations, and media relations. A natural problem solver, Satterwhite is energized by crafting strategy and executing projects that drive impact and exceed client goals.

Before joining NP Strategy, Satterwhite was an account manager at Lewis Communications, where she led client teams across a variety of industries including financial services, tourism, health care, and economic development. With a knack for understanding complicated business challenges and diverse audiences, she spearheaded strategies and campaigns with direct results that led to measurable shifts in consumer behavior and engagement.

Satterwhite's career began at Walker Sands as a media relations specialist, where she secured coverage for B2B technology clients in national outlets and trade publications. She positioned clients as thought leaders in their industries while cultivating relationships with journalists to connect ideas and stories.

She graduated magna cum laude from the University of Alabama in 2020 with a degree in public relations and a minor in psychology. As a university ambassador, Satterwhite represented the Office of the President, strengthening stakeholder relations and hosting visitors on campus. Although a native Texan, she decided to call Alabama home after developing a deep fondness for the state.

Outside of work, she enjoys exploring Birmingham's dynamic food scene, cheering on the Alabama Crimson Tide, and spending time with her husband and dog. She dedicates her time to volunteering with the PKD Foundation and serving on local junior boards.



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NAVIGATING THE NARRATIVE

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