



Amanda Loveday

Chief Executive Officer

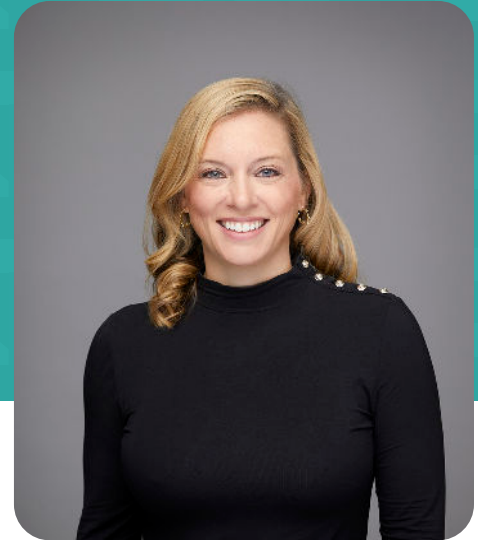
Amanda Loveday's passion for connecting with people and building authentic relationships has made her a powerhouse in politics, communications, and strategic growth. With a decade of experience in broadcast journalism and political leadership, she has built a career around understanding communities and communicating across diverse perspectives.

A graduate of the University of South Carolina with a degree in Broadcast Journalism, Amanda began her career at Dateline NBC in New York City before returning home to work with SCETV, South Carolina's PBS affiliate. There, she helped lead the award-winning Ready to Vote campaign and hosted The Big Picture, a statewide public affairs program. During her television career, she covered the 2008 Republican and Democratic presidential primaries, the Democratic National Convention, and major national political events.

After years covering politics as a journalist, Amanda shifted into political strategy, managing campaigns from the Statehouse to statewide level and serving as Executive Director of the South Carolina Democratic Party. She later served as Communications Director to U.S. House Majority Whip James E. Clyburn.

During her tenure at NP Strategy, Amanda has helped grow the firm from a start-up concept into a regional communications leader with operations in five markets and more than 25 team members. She has focused on expanding the firm's reach, reputation, and impact.

Amanda was recognized as one of South Carolina's Women in Business by Columbia Business Monthly in 2025 and as a Palmetto Power: New Executive Honoree by SC Biz News. Earlier in her career, she was named to The State newspaper's "20 Under 40" list in 2013. In addition to her professional accomplishments, Amanda has been actively engaged in public service, including an appointment by Governor Henry McMaster to the South Carolina State Election Commission. She remains deeply involved in community and civic leadership across South Carolina.



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NAVIGATING THE NARRATIVE

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