



Kelsey Barlow Koch

Senior Director



Kelsey Barlow Koch is an award-winning journalist, media relations expert, and communications strategist with nearly 20 years of experience. With an extensive background in both government and media, Kelsey brings a deep understanding of how communication plays a critical role in community trust. As a senior director with NP Strategy, she specializes in navigating complex situations, strategic messaging, and fostering connections with media.

Prior to joining NP Strategy, Kelsey served as the Public Information Officer for Charleston County Government. She led the county's messaging and community outreach through several crisis situations, including the COVID-19 pandemic, numerous hurricane activations, and civil disturbances. Kelsey also led projects to integrate new technology to enhance citizen engagement with the county. She played an essential role working with media to promote Charleston County Council approved initiatives and was vital in several award-winning county-led projects. During her nearly 10 years as a journalist, Kelsey worked at CBS affiliates WRWD in Augusta, Georgia and WCSC in Charleston where she was an executive producer. She led a team of journalists through several major events, including the Mother Emanuel Church shooting, Walter Scott shooting, and subsequent court trials, which garnered national and international media attention.

Kelsey is a 2023 graduate of the Charleston Metro Chamber of Commerce's Leadership Charleston Program. Since 2018, she has served on the Adopt-a-Highway Board and volunteers to beautify the Charleston community where she lives. Kelsey is a native of New Orleans who graduated from University of Georgia with a degree in Broadcast Journalism. She spends her free time with her family, working on her tennis serve and enjoying Charleston's incredible food scene.

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NAVIGATING THE NARRATIVE

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