



Kate Essig

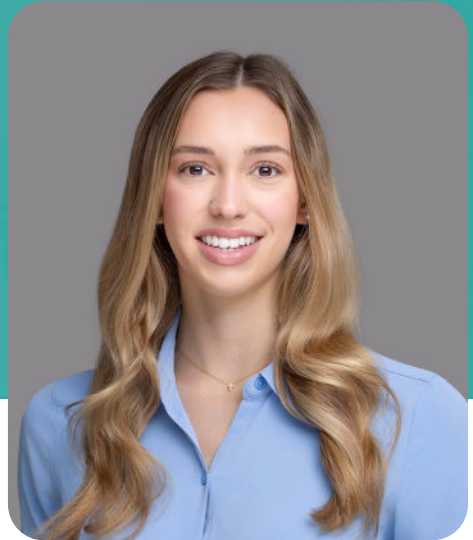
Coordinator

Kate Essig is a versatile communications professional with extensive experience in media relations, strategic messaging, and creative content development. Throughout her career, she has managed campaigns, shaped brand voices, and produced content that drives meaningful results.

Before joining NP Strategy as a coordinator, Kate began her career at Manufacture Alabama, where she crafted targeted messaging, executed high-profile events, and led media engagement across both internal and external channels. She thrives at the intersection of strategy and storytelling—bringing creativity, organization, and a results-driven mindset to every project.

A Huntsville native, Kate graduated summa cum laude from Auburn University in 2024 with a degree in Public Relations and a minor in Political Science. During her time at Auburn, she served as Assistant Firm Director of The Oaks Agency, Auburn's student-run PR firm, where she oversaw all internal and external agency operations. She spent her summers interning on Capitol Hill in Washington, D.C., gaining valuable experience in public affairs and political communication.

Now based in Birmingham, Kate enjoys exploring the city's food scene, cheering on the Auburn Tigers, and spending time outdoors with her goldendoodle, Ollie.



Kate Essig
Coordinator

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NAVIGATING THE NARRATIVE

- Community Assessment
- Crisis Management
- Media Relations
- Social Media
- Public Affairs
- Stakeholder Management