



# Olivia Weidie

## Specialist

Olivia Weidie is an experienced public affairs and communications strategist with an energetic passion for politics and building relationships. She enjoys blending traditional and digital media to provide a comprehensive, strategic approach to communications.

Most recently, Olivia served as Press Secretary to North Carolina Governor Josh Stein. She led messaging during critical moments, including statewide emergency and disaster response efforts in the aftermath of Hurricane Helene. Additionally, she helped the Governor's Office launch its first-ever content creator program to build relationships with influencers across the state and better connect with North Carolinians online.

Before joining the Governor's Office, Olivia held multiple communications roles at the North Carolina Department of Justice, where she developed her social media skills, led several paid media campaigns, and expanded the Attorney General's online presence.

Olivia earned a Master of Science in Communication from Northwestern University and a Bachelor of Arts in Political Science with a minor in Political Communication from James Madison University.

A native of Asheville, North Carolina, Olivia enjoys spending time in the mountains, trying new restaurants in the Raleigh area, and catching up on her favorite reality TV shows.



## Olivia Weidie

### Specialist

**Phone:**

919-573-7455

**Email:**

olivia@npstrategy.com

### NAVIGATING THE NARRATIVE

---

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