

Karina Shah

Coordinator

Karina Shah is a dynamic communications professional with a passion for social media, campaign strategy, and content creation. Originally from New Jersey, she moved to Columbia, SC, to pursue her creative endeavors and fell in love with the city.

Prior to joining NP Strategy, Karina graduated Summa Cum Laude from the University of South Carolina with a dual degree in Advertising and Art Studio. During her time as a Gamecock, she was involved in social and professional organizations such as Epsilon Sigma Alpha service sorority, Pillars for Carolina, Zeta Phi Eta communications fraternity, and Ad Club. She also spent an incredible semester studying abroad in Florence, Italy, which allowed her advertising style to develop a more well-rounded perspective that she applies to her client work.

Karina gained industry experience in college through internships with Sircle Media, EMC Insurance, and the UofSC Office of Communications. She also spent two semesters with the College of Information and Communications' student-run firm, The Carolina Agency, starting as an accounts coordinator and then stepping into a leadership role as the director of agency brand management.

In her free time, Karina can be found baking, traveling, and discovering new restaurants with friends.



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NAVIGATING THE NARRATIVE

- Social Media
- Media Relations
- Message Development