

Nia Byas

Coordinator

Nia Byas is a communications professional with experience in government affairs, digital media, and strategic communications. With a deep passion for storytelling and building meaningful connections, she enjoys developing strategies that engage audiences and help organizations tell their stories.

Born and raised in Columbia, Nia earned her Bachelor of Arts in Mass Communication from Benedict College. During her time at Benedict, she developed a passion for journalism and community engagement while gaining hands-on experience in communications and digital storytelling.

Before joining NP Strategy, Nia served as Communications & Digital Director for the Virginia Senate Democratic Caucus, Communications Director for the South Carolina Senate Democratic Caucus, and provided campaign communications support during the 2024 Presidential Election for the South Carolina Democratic Party. Throughout her career, she has managed strategic communications campaigns, led social media initiatives, coordinated press events, cultivated relationships with members of the media, and developed messaging for elected officials.

Outside of work, Nia enjoys spending time with her nieces and nephews, taking in a beautiful day in downtown Columbia, and tailgating at Benedict Tigers football games each fall. She is a proud Benedict alum and never misses an opportunity to cheer them on.



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NAVIGATING THE NARRATIVE

- Social Media
- Message Development
- Public Affairs
- Media Relations