

Carissa Finan

Senior Director

With a background in marketing, Carissa is a natural collaborator known for building trusted relationships and bringing energy, strategy, and heart to every client partnership.

As a Senior Director with NP Strategy, she is an account leader with almost two decades of experience spanning strategic marketing and client growth. Carissa excels at leading client engagements, expanding accounts, and winning new business.

Prior to joining NPS, Carissa served as Senior Vice President of RingoFire Marketing Agency in Greenville, SC, where she spent time leading both the creative and account management teams. Before RingoFire, she spent 10+ years at Techtronic Industries (TTI), building a strong foundation in corporate marketing and brand strategy.

Throughout her career, Carissa has partnered with national, leading brands and retailers in the hardware and home improvement industry, as well as nonprofit organizations, helping them build trust and drive results with high-performing campaigns.

Carissa is a sought-after voice in her field, having served as an invited panelist at industry trade shows (National Hardware Show, Concept to Commerce and Hardlines Supplier Event) for consecutive years to discuss marketing growth and emerging trends.

A strong believer in community involvement, Carissa volunteers at City of Greenville events and participates in volunteer opportunities with NAMI (National Alliance on Mental Illness). She has also served as a guest lecturer and panelist at several surrounding universities over the years.

Between running to her next event and keeping her houseplants alive, Carissa always has room for a good book or music recommendation.



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NAVIGATING THE NARRATIVE

- Community Assessment
- Crisis Management
- Media Relations
- Message Development
- Project Launch
- Stakeholder Management