NP STRATEGY

Kassidy Suco

Manager



Kassidy Suco is a strategic communications professional with experience helping global brands and national organizations navigate executive communications, media relations and high-profile corporate initiatives. She specializes in developing messaging strategies for complex and highly regulated industries and translating technical subject matter into clear, compelling narratives that resonate with diverse audiences.

Before joining NP Strategy, Kassidy managed corporate and executive communications for NSF, a leading global public health and safety organization. In that role, she supported executive visibility initiatives, reputation management efforts and enterprise-wide communications programs for a global audience.

Kassidy's background spans agency, corporate and editorial environments, giving her a well-rounded perspective on the communications landscape. Prior to her communications career, Kassidy honed her storytelling instincts in the award-winning newsroom at The Tuscaloosa News and served in editorial roles at lifestyle publisher Hoffman Media.

She graduated from the University of Alabama in 2016 with a bachelor's degree in journalism. She spent her time there writing stories for Dateline Alabama, highlighting the people, places and issues shaping communities across the state. Her journalism background continues to inform her strategic approach, enabling her to anticipate reputational risks, uncover compelling stories and deliver thoughtful counsel under pressure.

Outside of work, Kassidy enjoys traveling and camping with her miniature dachshund, Cooper, and fiancé. She's never without a good book within reach, often reading multiple titles at once. When she's not reading, she can be found enjoying a competitive game of trivia around Birmingham.

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NAVIGATING THE NARRATIVE

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