NP STRATEGY

Mary Cullen

Senior Director



With a background in investigative journalism, Mary Cullen brings a reporter's instincts and a storyteller's perspective to strategic communications. Her eye for detail, sharpened through years of experience in print and broadcast journalism, allows her to uncover what makes each client unique and develop compelling narratives that capture media attention and resonate with key audiences.

Mary is a Senior Director at NP Strategy, a strategic communications firm providing crisis, media relations, and public relations counsel to clients across the country. Based in Raleigh, North Carolina, she leads the firm's Media Team and specializes in earned media strategy, media relations, and crisis communications. Known for her ability to identify newsworthy angles and build meaningful relationships with reporters, Mary helps clients navigate complex communications challenges, manage reputational risks, and secure impactful media coverage. She also brings experience in media training, executive communications coaching, and public speaking, helping professionals communicate with confidence and clarity.

Prior to joining NP Strategy, Mary led media relations efforts at a B2B technology public relations agency. Her journalism career began with the Chicago Sun-Times Editorial Board before she joined NPR Illinois as a statehouse reporter while pursuing her master's degree. She later became a public radio reporter in Bloomington-Normal, Illinois, covering stories that mattered to the local community. Her investigative reporting exposing sexual harassment within a local school district earned her a Regional Edward R. Murrow Award, one of broadcast journalism's most respected honors.

Mary holds a Master's Degree in Public Affairs Reporting from the University of Illinois Springfield, a program known for preparing journalists to cover government and public policy. She earned her Bachelor's Degree in Journalism from Illinois State University.

Outside of work, Mary enjoys planning her next travel adventure and spending time with her golden retriever, Moose.

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NAVIGATING THE NARRATIVE

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