NP STRATEGY

Paige Daniel

Project Manager



Paige Daniel is a strategic thinker passionate about guiding organizations through complex challenges. With expertise in global marketing, project management, and international trade, she brings a unique blend of analytical precision and creative problem-solving to every endeavor.

Paige's career spans both the public and private sectors, where she has led cross-functional teams, streamlined operations, and delivered data-driven solutions. Most recently, as a Senior International Trade Specialist with the U.S. Department of Commerce, she managed multiple initiatives across diverse sectors, advising clients on export strategies, market entry, and global compliance, while cultivating strategic relationships across borders. Her career reflects a blend of analytical rigor and creative problem-solving, making her a trusted partner for clients tackling complex challenges.

Paige holds dual bachelor's degrees in Marketing and Spanish & International Trade from Clemson University and earned her Master of International Business from the University of South Carolina's Darla Moore School of Business, specializing in International Market Development and Global Marketing.

Born in Charleston, having studied in the Upstate, and now living in the Midlands, Paige has cultivated deep ties throughout South Carolina. Her statewide perspective fuels her strong commitment to meaningful collaboration and community engagement. Known for her enthusiasm, adaptability, and proactive mindset, she approaches challenges with a strategic and engaged spirit, working closely with teams to deliver impactful results.

Outside of work, Paige and her husband, David, recently welcomed a baby boy, and she loves staying active with her family—whether it's taking walks with their Aussiedoodle, Fred, working out, or spending time outdoors together. She also enjoys traveling with family and friends and cherishes visits back home to the South Carolina coast and to their family farm.

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NAVIGATING THE NARRATIVE

- Community Assessment
- Crisis Management
- Media Relations
- Social Media
- Public Affairs
- Message Development
- Stakeholder Management