NP STRATEGY

Tyler Jones

Director



Tyler Jones is a Director at NP Strategy, where he advises organizations on public affairs, strategic communications, crisis and reputation management, and stakeholder engagement. Based in Charleston, he supports clients navigating complex regulatory environments, high-profile issues, and fast-moving media moments.

Jones brings nearly 20 years of experience advising elected officials, advocacy organizations, and business leaders across South Carolina and the Southeast. He spent nearly a decade at the South Carolina State House, serving as Executive Director and later Senior Advisor to the South Carolina House Democratic Caucus. In that role, he led communications, legislative strategy, and campaign operations and played a senior role in coordinating the legislative and communications strategy behind the successful removal of the Confederate flag from the South Carolina State House grounds in 2015.

Jones later served as chief strategist for U.S. Congressman Joe Cunningham's historic 2018 victory, which flipped South Carolina's First Congressional District for the first time in 40 years. In 2022, he served as general consultant for Dr. Annie Andrews' first congressional race. Over the course of his career, he has held senior roles on three presidential campaigns and has advised governors, members of Congress, and legislative leaders throughout the region.

In addition to his public affairs work, Jones has deep experience in the business of college athletics and NIL. A former certified athlete-agent, he co-founded and previously served as Chief Executive Officer of the Charleston Edge Collective, the official NIL collective of the College of Charleston. Combined with his public affairs background, this experience gives him a distinctive network across business, government, and athletics—and a practical understanding of how reputations and relationships are built and protected.

Jones is active in the Charleston community and is a member of the Historic Rotary Club of Charleston, the Exchange Club of Metropolitan Charleston, and the American Marketing Association. He and his family are active members of Johns Island Presbyterian Church.

A native of New Bern, North Carolina, Jones is an alumnus of Charleston Southern University and has called Charleston home for more than twenty years. He lives on Johns Island with his wife, Lauren, and their two children. Outside of work, he is an active musician who performs throughout the Charleston area.

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Phone:
(843) 414-8211

Email:
tyler@npstrategy.com

NAVIGATING THE NARRATIVE

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