

# Danielle Sparmer

## Black Wednesday, Social Media and Marketing Manager

**AGE:** 22

### **WHERE WERE YOU BORN?**

Norwich, Connecticut

### **HOW LONG HAVE YOU LIVED IN CHARLOTTE AREA?**

Just over one year! I moved in late August 2020.

### **TELL US A LITTLE BIT MORE ABOUT YOU?**

I grew up in Connecticut and graduated in 2017 from a small high school called Three River Middle College. My graduating class was only around 30 people, and while attending I was able to start taking classes at our local community college. Because of this, I was fortunate enough to obtain my BA in three years. In 2020, I graduated from Bryant University in Rhode Island with a Bachelor of Arts in communication, specializations in PR and event planning, and a minor in marketing.

I had many opportunities that helped me discover how much I truly love marketing and being around other creatives. I was a social media and communications intern for Beautiful Day RI, a non-profit that sells premium granola through e-commerce and uses sales to provide job training for refugees. I participated in a work study where I helped plan the Eastern Communication Association's Regional Conference (2019). From there, I landed an event planning internship with Swarovski at their North American headquarters, as well as a social media internship with Fashion Accessories First. Following graduation, I secured a job with Black Wednesday as a Social Media and Marketing Coordinator, and within my first year was promoted to my current leadership role. I still cannot believe I landed my dream career during a pandemic and am so appreciative of the mentors who have guided and supported me along the way.

### **DURING YOUR TIME VOLUNTEERING FOR A COMMUNITY ACTIVITY OR PROJECT, WHAT IS YOUR MOST MEMORABLE MOMENT?**

In 2020, I served as my college's Special Olympics of Rhode Island Program Chair. This was my first time being involved in the organization and I was thrilled to be a part of it. For months we planned an incredible weekend of activities that participants would love, incorporating the stories of coaches and athletes along the way. Unfortunately, COVID-19 hit and the entire event was cancelled, but the people I met along the way made all of the work worth it.

### **IN YOUR OPINION, HOW DO YOU CONTRIBUTE TO THE COMMUNITY? PLEASE BE AS DETAILED AS YOU CAN.**

The focal point of my job is telling stories and supporting small to medium-sized businesses on social, all of which are local to Charlotte. In other words, at least (and oftentimes more than) 40 hours a week are dedicated to helping local businesses and nonprofits thrive and reach new audiences. I get to interact with local business owners on a daily basis in industries ranging from economic development to food and beverage.

### **PLEASE LET US KNOW ANY AWARDS OR RECOGNITIONS YOU'VE RECEIVED IN YOUR PROFESSIONAL CAREER:**

Since I'm still so early in my career, I have to say my promotion to Social Media and Marketing Manager is my proudest recognition!

### **WHAT ARE YOUR HOBBIES OR INTEREST?**

I grew up dancing and still occasionally take classes! I also am an avid fashion junkie and love flipping through editorials and looking at all the latest campaigns. I've also made it my mission to learn coffee - brews, beans, roasting methods, you name it. It's a work in progress, but I'll get there!

**WHAT IS YOUR FAVORITE QUOTE THAT YOU STAND BY?**

My boss taught me this one: "Success is a new mistake."

**WHERE DO YOU SEE YOURSELF IN 5 YEARS? 10 YEARS?**

I hope to continue growing with my current company and eventually further expand my role into the public relations and events side of the business. 10 years from now, I see myself as a CMO. Whether that's at a startup or in the corporate world... I'm open to different opportunities!

**CAN YOU SHARE ONE THING THAT IS ON YOUR BUCKET LIST?**

Publishing a book!

**WHEN WAS THE LAST TIME YOU USED YOUR PASSPORT?**

When I traveled to Aruba for New Year's 2019.

**WHAT IS A FUN FACT ABOUT YOURSELF THAT NO ONE KNOWS?**

Two of my nephews are older than me.

**WHO IS YOUR HERO?**

My mom, Maria. She moved from Portugal to the United States as a pre-teen and became a mother at a young age. Despite having a daughter (my just-as-badass sister Tabitha) and facing challenges as an immigrant, she eventually graduated with her GED. Fast forward to today -- she has her PhD and has accomplished more than I can put into words. And after all the trials she's been through, she is more loving, compassionate, and optimistic than anyone I know.

**WHAT WAS THE LAST BOOK YOU READ?**

Thinking, Fast and Slow by Daniel Kahneman.

**WHAT WAS THE LAST MOVIE YOU SAW?**

Five Feet Apart ( a real tear-jerker)

**WHAT WAS THE LAST CONCERT YOU SAW?**

I attended the Blink-182 and Lil Wayne Tour. It was interesting, unexpected, and a total blast!

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