

# **Lisa D. Sparks**

**Digital Marketing Executive at Verity Content**

Miami/Fort Lauderdale Area, FL, US

Subject Matter Expert on Small Business Marketing and Strategic Development

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## **Biography**

Lisa D. Sparks, a well known small business marketing expert, has shared results generating insights to more than 20,000 business owners in the United States and Latin America. Through live workshops, teleseminars and manuals Lisa consults with national and international companies on starting and sustaining profitable email marketing, social media and blog campaigns. Lately Lisa started the content marketing firm, Verity Content. She leverages her expertise to help small business owners unleash their voice through blogs, emails, web content and social media content. Previously she opened up the email marketing company Constant Contact's expansion efforts in South Florida, leveraging her skills as a business development pro and as a bilingual business consultant as well. Lisa was named the top Certified Business Analyst in the state of Florida by the Florida Small Business Development Center Network for her work with up and coming businesses looking for guidance and funding to make their business plans a reality. She also received extensive coverage in Peter Bowerman's recently released book, "Back for Seconds," a very popular guide to escaping the corporate world for the green pastures of a career as a solopreneur. Recently Ms. Sparks was mentioned in the sequel to Seth Godin's New York Times and Wall Street Journal Bestselling book "Purple Cow," which is entitled "99 Cows." She was listed as cow #37 for her unique no cost workshop and teleseminar series. A diehard Philadelphia Eagles fan, Lisa is confident her team will win the Super Bowl in her lifetime. Ms. Sparks holds a Bachelor's degree in International Business and Marketing from Philadelphia University. She also holds an International Student's Certificate of Completion from the University of Salamanca in Salamanca, Spain. She also graduated from the school of hard knocks by way of Sydenham Street in the West Oak Lane region of Philadelphia, Pennsylvania.

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## **Industry Expertise**

Advertising/Marketing, Direct Marketing, Social Media, Writing and Editing

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## **Areas of Expertise**

Small Business Communications, Email Marketing & Social Media, Content Development for Brand Building

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## **Affiliations**

Small Business Development Center

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## **Education**

**Philadelphia University**

Bachelor's Degree International Business: Marketing

**Universidad de Salamanca**

International Student's Certificate Spanish Language, Culture, Art, and Business

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## **Accomplishments**

### **Top Certified Business Analyst - Small Business Development Network**

Lisa was named the top Certified Business Analyst in the state of Florida by the Florida Small Business Development Center Network for her work with up and coming businesses looking for guidance and funding to make their business plans a reality.

### **Published in "The Well-Fed Writer: Back for Seconds" - Success Story**

The Well-Fed Writer: Back For Seconds," written by Peter Bowerman, demystifies subjects that often terrify creative types. Marketing by phone, fax, e-mail, direct mail, Web sites and networking are all covered. Drawing from the author's own experiences and dozens of firsthand accounts from commercial writers around the world, the book discusses building the business in small towns or rural areas.

### **Mentioned in "99 Cows" by Seth Godin**

Mentioned as a success story in "99 Cows" Seth Godin's follow-up to his New York Times Bestselling Book, "Purple Cow: Transform Your Business by Being Remarkable."

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## **Testimonials**

### **Vivian Conterio**

Wow! Lisa Sparks! She certainly has the perfect name! Lisa stands out in a crowd. Her knowledge of marketing especially pertaining to small business is astounding. She is a great speaker and I have worked with her many times in the past. We have put several seminars together and she always outdoes herself. She leaves her audience hungry for more, which is quite an achievement. She is not only professional but her dedication and personality make her stand out above the rest.

### **Dan Cytryn**

Lisa gave an amazing presentation for Constant Contacts on Friday at a Chamber meeting in front of nearly 100 persons. This is the second time that I have seen her give a presentation. She has a commanding presence, "owns the floor", is an excellent compelling speaker, and needless to say, I was very impressed with everything from the contents of the presentation to her presence. The presentation and information was extremely helpful and informative, and is certainly beneficial to anyone who wants to improve and enhance their business contacts.

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