

CLARISSA J. SPARKS

Author | Speaker | Brand Strategist

Create The Life You Deserve with Clarissa J. Sparks, MSM, Certified Personal & Executive Coach, author, trainer and founder of The She Sparks Agency - Branding For Startups. A community where entrepreneurs are empowered to discover their passion and purpose through a greater understanding of their brand.

Clarissa has a proven record of developing high quality training programs for purpose-driven women. She delivers workshops, events, and coaching programs that help professionals and startups achieve measurable results through strategic development, effective goal setting, and branding solutions. Her brand experiences are designed to give you everything you need to take action towards your desired goals and define your vision for your future, business, and life.

Sparks received a Master of Science in Management from the Sorrell College of Business, Troy University. She graduated, with a Bachelor of Science degree in Marketing and a minor in International Business from Albany State University in Albany, GA. Sparks studied International Business abroad at Kenyatta University in Nairobi, Kenya, Africa, before earning her certification in Digital Graphics and Design from the Art Institute of Atlanta.

Clarissa is the first place winner of the 2017 InnovateHER: SBA Innovating For Women Business Challenge for the Georgia Regional level.

In Fall 2016 she authored her first published book, *This Little Light Of Mine – A Guided Journal Of Purpose, Passion, and Shine*, where she shares how she took her past experiences filled with many ups and downs to discover a greater sense of self and purpose.

In 2014, she enrolled in the Coaching and Positive Psychology (CaPP) Institute, founded by world-renowned life coach, Valorie Burton, where she received her Personal Development Coaching Certification. In June of 2015, she completed her coursework for the Certified Personal and Executive Coach Program, that is recognized by the International Coaching Federation (ICF).

As a life long learner, Clarissa has attended workshops, seminars, and continuous education courses at the University of Pennsylvania Wharton School of Business.

In the summer of 2005, Sparks was nominated & selected for the Monster Diversity Leadership Program at Howard University, where she learned about career development and leadership.

Sparks has been featured in national media including Huffington Post, Essence Magazine, highlighting her marketing firm Signature Graphics & Design and a 3rd Round Pick for The Apprentice with Donald Trump.

Reared in Opelika, Alabama, Sparks learned the value of service as the key ingredient to leaving a legacy. She founded a non-profit T.R.E.E.S (Together Reaching & Empowering Entrepreneurs Success) while attending Albany State University, encouraging youth to commit to their community through business development.

Sparks has made a commitment to encourage and inspire ordinary people to live extraordinary lives, and strives each day to be a living example of life's infinite possibilities.

Sparks currently resides in Atlanta, GA and enjoys domestic and international travel, hosting and entertaining family and friends.