

PRESS RELEASE

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Three New Hires Add Sparks to the Flame at Charlotte Agency

SPARK Strategic Ideas welcomes Parrotta, Suozzo and Haven to the team

CHARLOTTE, N.C. (May 1, 2018) – SPARK Strategic Ideas (SPARK), a full-service strategic branding agency, is expanding their Charlotte team with a public relations manager, account executive and account coordinator.

“In an ever-competitive business environment, many companies are seeing a growing need for marketing and brand positioning,” said SPARK CEO Anne Marie Holder. “With Julie, Chris and Michaela joining our team, we will continue to meet those needs and expand our client roster.”

Julie Parrotta joins the SPARK team as a public relations manager. She comes from KTCpr, a public relations agency in New York specializing in travel, tourism and hospitality. Parrotta will serve the public relations team by working directly with the media on pitching news and seeking editorial coverage for clients. She graduated from University at Albany, SUNY with a bachelor of arts in communication & rhetoric.

“I’m excited to join the growing SPARK team and promote clients in various industries,” Parrotta said. “I look forward to developing strong working relationships with the media, providing innovative ideas and implementing creative public relations plans to help clients achieve their goals.”

Before coming to SPARK, Chris Suozzo worked as a senior account executive for CDM Princeton, a full-service healthcare communications agency in Princeton, New Jersey. He graduated from The College of New Jersey with a degree in business administration. Suozzo joins SPARK’s client service team where he will manage day-to-day communication with clients and vendors.

“Coming from another city and working on very different brands, I am excited to be at SPARK, engaging with new clients and getting immersed in the Charlotte business community,” Suozzo said.

Michaela Haven, account coordinator, comes to SPARK from the construction industry where she served as the marketing director for Ascendum Machinery. She received her undergraduate degree in advertising and public relations from Liberty University. Haven will be the direct support for members of the client service team.

“The most exciting part about coming to work for SPARK is the chance to learn from and collaborate with such a dynamic team,” Haven said. “It’s so inspiring to work with a group that encourages each other to do their best.”

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About SPARK Strategic Ideas

Founded in 2008, SPARK Strategic Ideas is a full-service strategic branding agency located in Charlotte, NC. SPARK has been consistently recognized by the *Charlotte Business Journal* in their list of the top 25 largest Charlotte-area advertising & marketing agencies. A recipient of the National Public Relations Society of America's Silver Anvil Award of Excellence, SPARK is known for its reputation for creative ideas that get results. The team of seasoned marketing professionals specialize in integrating strategic planning, marketing, advertising, public relations, media planning/buying, social media and website/digital media services. Clients include both business to consumer (B2C) and business to business (B2B) industries. For more information, visit www.sparksi.com or call 704-625-2185.