

Education

Ignite Writer's Collective

August 2020: Facilitator of 6-week writing class
April 2020 - December 2022: Participant

The New School

Continuing Education
Writing From Personal Experience, Fall 2015

Institute for Professional Excellence in Coaching (IPEC)

Certified Professional Coach (CPC), 2014

Marymount Manhattan College

Graduated in 2007
Bachelor of Arts, Communications Arts
Member of Communication Honors Society,
Lambda Pi Eta.

Northeastern University

September 2003 - December 2005

Community Involvement

Immune Deficiency Foundation

Nomination & Development Committee Chair, Board of Trustees (2022 - present).

- Nominated three individuals who joined the Board of Trustees.
- Oversee the recruiting, onboarding process and development of all current (12) and new board members. Responsible for creating all onboarding materials for new board members.

Vice-Chair, Inaugural New York City Primary Immunodeficiency Walk (2014-2015).

The Big Quiet, Organizer & Head of Partnerships

May 2015 - July 2016

- Managed partnerships with lululemon, sweetgreen and Whole Foods Market for events attended by hundreds of people at Central Park Summerstage, Lincoln Center, Domino Park and Hornblower Cruise on the Hudson River.

HARPER SPERO

STORYTELLER

COMMUNITY BUILDER

CONNECTOR

FACILITATOR

STRATEGIST



LINKEDIN
Linkedin.com/in/harperspero



PHONE
917-882-0915



EMAIL
harper@harperspero.com



WEBSITE
www.harperspero.com

Work Experience

November 2014 – Present

Harper Spero Inc.

Business Coach

- Worked with hundreds of solopreneurs and small business owners with a focus on health & wellness businesses, supporting clients from pre-launch phase through growth. Advised clients on marketing strategies, public relations, time management, client relations and business acumen. Provide clients with constructive feedback and edits on media kits, websites, social media copy, blog posts and emails to enhance their prospective and current clients' experience.
- Facilitated Harper's Circle (2020-2022), a business support group for ten female entrepreneurs to strategize solutions for challenges, held each other accountable and learn from me and each other.
- Utilized my network to support clients growth efforts including:
 - Introduced clients to media contacts leading to features on GMA3, 10% Happier Podcast and Refinery29 and brand collaborations including Brooklinen, Lower Eastside Girls Club and Sweaty Betty.
 - Hosted monthly guest speaker sessions including reputable experts in their fields to help clients expand their knowledge and take their businesses to another level.
 - Connected clients with vetted and reliable vendors (designers, copywriters, lawyers, accountants etc.) to outsource work to, strengthening their businesses and managing their time better.

July 2018 - Present

Made Visible

Founder, Storyteller & Community Builder

- Share experiential keynote session with companies such as Diageo, Sony, UBS and Mellon Investments to empower employees living with invisible illnesses to share their stories in order to inform, educate and help others to become better advocates.
- Host and produce 100+ episodes of Made Visible podcast featuring stories of people living with or affected by invisible illness. Podcast has been featured in Self, Health, TheSkimm, Well+Good, People, Bustle and MindBodyGreen. Notable guests included Este Haim of HAIM, Genevieve Gorder, Ally Hilfiger and Gunnar Esiason. More than 65,000 downloads to date (December 2023).
- Facilitated writing classes for 50+ students living with invisible illnesses to learn how to write and share their invisible illness stories.

- Class format includes writing, reading, sharing, giving and getting feedback, and learning from published guest teachers including Jen Pastiloff, Porochista Khakpour, Amanda Stern, Susannah Cahalan and Sarah Ramey. Run a monthly drop-in writing session for students to connect, write and share their personal stories of invisible illness.
- Work with companies to create more inclusive work environments for people living with invisible illnesses. Through storytelling and community-building, enhancing the employee experience and allowing those who are not affected to become more educated, informed and compassionate allies and colleagues.
- Secured sponsors for the podcast including BetterHelp, Beekeeper's Naturals Cali'Flour Foods, LilyCBD, Branch Health & Abridge.

**October 2012 –
March 2015**

Agent of Change

● **Managing Director**

Clients included: Team Rubicon, David Lynch Foundation, Headstrong Project, VDAY, Lower Eastside Girls Club.

- Managed the day-to-day logistics for the production of dozens of small- to large-scale galas, conferences and panel discussions. Acted as the bridge between external teams including PR, design, audio/visual, venue, client's internal staff and other partner agencies. Developed materials and outreached for talent, sponsorship and host committee members for clients events.
- Oversaw book launch parties and awareness events for health and wellness experts including Marie Forleo, Alisa Vitti, Nick Ortner and brands such as Aloha, SmartyPants Vitamins and CureWear.

**November 2011 –
October 2012**

Tractenberg
& Co.

● **Director of Digital Media**

Clients included: Sally Hansen, Mally Beauty, David Kirsch Wellness, dr. brandt skincare, Avon.

- Developed and oversaw strategy of all digital media initiatives and led a small team responsible for social media content creation, engagement, and reporting.

**November 2010 –
October 2011**

Buddy Media
(acquired by
Salesforce)

● **Client Loyalty Representative**

Clients included: Disney, Johnson & Johnson, Build-A-Bear Workshop, Ann Taylor, charity: water.

- Created content calendars for clients to utilize to engage with their customers on Facebook Prepared a monthly newsletter for clients to distribute to C-level employees to showcase the benefits of social media and the Buddy Media platform.

**April - November
2010**

**February -
May 2008**

Avon

● **Social Media Coordinator / Public Relations Consultant**

- Acted as a liaison between the Avon Public Relations Department and an external social media agency while monitoring all Avon social networks. Worked with the Customer Service Department to respond to social media questions from customers and Avon Representatives.
- Collaborated with legal department to develop a standard policy and guidelines for Avon Representatives to properly utilize Facebook to promote their businesses.

**December 2008 -
June 2009**

Civilian One Jets,
LLC.

● **Marketing and Grant Coordinator**

- Planned and executed sponsorship suite at the National Basketball Players Association Gala.
- Interviewed, hired, trained & managed new employees to write grant proposals on behalf of Corporate Angel Network.

**June 2007 - May
2008**

MCT Management

● **Online Marketing Coordinator**

- Managed the online presence for singer/songwriter Rufus Wainwright, including administering & moderating his message boards & hosting a YouTube contest to engage his fans and increase visibility.

**January 2006 -
August 2007**

Bobbi Brown
Cosmetics, The
Estee Lauder
Companies

● **Public Relations Intern**

- Managed requests for press materials and products from international beauty editors and bloggers for placement in magazines, newspapers and online.