

JOHN SPARKS

@IAmJohnSparks

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John Sparks (@IAmJohnSparks) has been recognized as #66 on the national list of Top 100 Social Media Power Influencers of 2015 (StatSocial.com, <http://bit.ly/1DIhYvg>). He's also been recognized as #13 on the list of The Top 50 Most Valuable Social Media Influencers, 2015 with an estimated Impact Media Value of \$2.1 million dollars. (General Sentiment, <http://bit.ly/1Aal3VX>).

Sparks teaches others what they need to know about making money & building relationships on social media sites like Facebook, Twitter, LinkedIn, Pinterest, Google+, YouTube and just about any other social media platform you can think of.

In mid- March 2015, Sparks released his first book, “365 Ideas To Go From Good To Great On TWITTER!” (CreateSpace, 2015). The Kindle version of the book became a #1 Best-Seller in the category of Social Media Guides the first weekend it was released in July 2015. Since the book's release, Sparks has earned the distinction of becoming known as the “Go-To Guy For Twitter”.

In December, Sparks was ranked as having the 44th largest Twitter following in Dallas (Twocharts.com). Sparks has more Twitter followers than Derek Holland, Nastia Liukin, Melissa Rycroft, Michael Sam, Laura Bush, and T. Boone Pickens. Sparks grew his account from less than 800 followers to almost 200,000 followers in just two years. He did not buy any of his own followers!

Sparks is the founder and CEO of his own social media coaching and consulting company called “Online ImageWorks” (@OIWmedia). He is also an adjunct professor teaching courses in Online Journalism in The Mayborn School of Journalism at The University of North Texas. Sparks has an extensive media background. He is a veteran newscast producer and has worked at television stations in Dallas, Houston, Harlingen, Oklahoma City, Tulsa, Orlando, and Tampa.

A proud alumnus of The University of Texas at Austin, Sparks received his Bachelor of Science in Radio-Television-Film from the Moody College of Communication. During his time at UT Austin, Sparks was a member of the Alpha Phi Omega Service Fraternity. He also held internships at KXAN Television (NBC), and began working as a paid member of the media at WFAA Channel 8's Austin Capital Bureau before graduating UT Austin in 1994.