

Darlynn (Nangano) Tacinelli

Ormond Beach, Florida



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Learn about Florida Entrepreneur Darlynn (Nangano) Tacinelli:

Darlynn (Nangano) Tacinelli, Owner of Noted Paperie, began her career in marketing and traditional forms of media with Black Crow Media, now called Southern Stone Communications. Her background with Black Crow and the work she did promoting the brand, building relationships, planning events, creating content, soliciting advertisers, managing their social media platforms and effectively marketing the brand, played a significant role in her decision to launch her first business, Little Blog Dress Media.

Little Blog Dress Media is a social media company that helps business with their online and social media presence. "I do help with content, but lately I've been more of a social media consultant, educating my clients on the benefits of social media, how to use it effectively, the importance

of consistency and helping them to understand that with social media you're working to create a brand presence," said Darlynn. The social media landscape is vastly different now than it was when she first started Little Blog Dress Media. "Nobody utilized social media for their business when I first started. People knew they needed it, but they weren't familiar with how it worked. For a while, I was the only one in the area that did it," she said. We now live in an age where social media is ubiquitous and everyone's a self-proclaimed expert. Nonetheless, Darlynn still believes in the importance of letting a professional handle that part of your business. "When you get a flat tire, you don't go to your mechanic with a wrench in your hand," she said.

By staying active in her community and consistently delivering effective results for her clients, Darlynn has built a very reputable business and one that is getting some outside attention. A couple years ago, she was hired by The Association of Junior Leagues International to be their Social Media Consultant. "We recently did a campaign that focused on diversity and inclusion. Through this effort and using social media as the main platform, we were able to present a very unique campaign that brought international awareness to this very important and timely subject," said Darlynn.

Darlynn's newest endeavor, Noted Paperie, combines the lost art of paper correspondence and the popular subscription-based model that appeals to our modern appetites. "I've always had a sincere love for paper and stationery," she said. With a real lack of quality paper stores in Volusia County, Darlynn saw an opportunity to offer paper, stationery and invitations through a subscription-based service. "Our Noted Stationery Subscription Boxes include four to six amazing greeting

cards, stamps and fun paper accessories. Each box is specially curated using unique designers that you won't find in your local store," said Darlynn.

Darlynn offers up some great advice for aspiring entrepreneurs. "Get involved in your community, network with like-minded individuals, find people you trust and run your ideas by them, stay organized, find passion in what you do and just go for it," she said. She draws inspiration and motivation from books like *Girl Code* by Cara Alwill Leyba, *You Are a Badass* by Jen Sincero and the NPR podcast 'How I Built This', which showcases stories about entrepreneurs and how they built and scaled their businesses.

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