

Q & A

Q & A with Paige Neirman



Q: What is your position with Primerus, and what can members & clients come to you for?

A: I am the Director of Marketing for Primerus. I've been with Primerus for just over a year. For anything regarding, Primerus publications, notices, social media, and website, feel free to reach out to me.

Q: What was your very first job?

A: I worked the cashier and window at the McDonald's in my hometown throughout high school then quit to work as a hostess at a brewery once I got to college.

Q: How did your career path lead you to your current position?

A: The end of 2018, I decided to go back to school to get a second bachelor's degree in advertising and public relations to pair with my first in creative writing. I graduated in the summer of 2022. As I was finishing my degree, I started to look for jobs where I could use the practical skills that I gained from both of my degrees. And I found Primerus™.



A pair of felines, Toothy (left) and Binx, are among Paige's treasured friends.

Q: What's the best piece of advice you've ever received?

A: What's the best way to eat an elephant? One bite at a time.

This was something one of my professors would tell us as we approached a new project or campaign, so we didn't get overwhelmed by all we had to do. Take it one step, or bite, at a time. Sometimes when you are looking at the forest it can be vast and overwhelming, but when you take it one tree at a time it is a lot more manageable.

Q: What is one thing you would like to learn to do?

A: I've always wanted to learn to play guitar.

Q: What other career path might you have chosen?

A: I would have gone into photography or graphic design.

Q: What is your most treasured material possession?

A: I don't know if they count, but my cats, Toothless (Toothy) and Binx. If you've ever been on a call with me, I'm sure you've met them. A close second would be my camera. I started to borrow my parents' camera when I was in elementary school and got my first personal camera when I turned 16. I have gotten a better one since then, but I love my camera and bring it with me everywhere.

Q: What is your happiest childhood memory?

A: Boating on the Grand Traverse Bay. I am blessed to have grown up in Traverse City, a town in northern Michigan where many people vacation. My parents first got their first boat when I was 8. I have spent every summer of my life on the water. My dad would dive off the back of the boat and swim as far as he could under the water, and I would dive off and try to swim farther.

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Q: What is your favorite movie and book?

A: Movie: "500 Days of Summer."

Book: I don't know if I have specific books as much as authors or series, but the first ones that come to mind are novels by Stephen King or the Harry Potter series.

Q: What is the most awe-inspiring place you have visited?

A: My hometown. It was somewhere I didn't truly appreciate until I moved away for college, but I was born and raised in a place where a lot of people go to vacation. It's such a beautiful area that it triples in population size during the summer with all of the tourists. I grew up on a peninsula on a peninsula. It takes less than 2 minutes to drive to either of the Grand Traverse Bays. As you drive out the peninsula toward my parents' road, you come to a crest over a hill and can see for miles. Miles of beautiful blue waters, green grass, cherry and apple trees, and vineyards. In the fall when the leaves change, you can see all the reds, oranges, and yellows. Growing up, I wanted so badly to get out of the small city, but now I go back as often as I can.

Q: What are your favorite leisure time pursuits?

A: I do photography, paint, and draw. I also love to hike and travel.

Q: What is your favorite famous or inspirational quote?

A: "There's a lot of beauty in ordinary things. Isn't that kind of the point?" – Greg Daniels, "The Office"



The majesty of Bryce Canyon National Park in southern Utah served as the backdrop for a photo of Paige Neirman and her parents, Denae and Tom. While on the western swing, the family also visited Lake Tahoe and Zion National Park.



One of the most scenic areas in Michigan, the Traverse City region is awash in fall colors from late September through much of October.

Q: Who is on your guest list for the ideal dinner party?

A: My family and friends are the main priority. If I had the opportunity to bring a few celebrities, it would honestly be the cast of the U.S. version of "The Office."

Q: What are the top three items on your bucket list?

A: Kayak around Turnip Rock in Lake Huron. Visit the Winchester Mystery House in California. Hike more national parks/kayak along Pictured Rocks in Lake Superior.



An avid photographer, Paige coincidentally wore a sweatshirt bearing a message that captured the essence of a glorious rainbow in Bryce Canyon National Park, where she and her family were treated to an array of elements – sun, snow, and rain.