By focusing his life around living happily and doing what makes him happy, Paris founded Parisleaf as a branding agency that moves away from the traditional environment and clientele of mainstream agencies. Founded in 2010, Parisleaf works with positive disruptors in higher education, nonprofit groups and organizations, and startups to share their stories beyond branding by listening and empathizing with the goals of clients. The “leaf” in Parisleaf is indicative of the social mission of the company: for every order they receive, they plant ten trees to create a positive environmental impact. Over the past six years of the company’s existence, they have planted over 138,000 trees.

Paris is passionate about giving back to the community and forming a positive work culture, founded in authenticity at all times. By treating employees with respect and working with other passionate and innovative companies, Parisleaf has seen profit margins and an increase in employee quality of life. Paris' dream is to own the happiest and healthiest creative agency in the industry. This goal fuels everything he does. His philosophy is “Happy creative people = Great work.” Paris attributes Parisleaf's success to refusing to be sad. Notable clients are University of Florida, Santa Fe College, Greenpeace, Trees.org, and The Meyers & Briggs Foundation. Notable dream client is Georgia Tech.