

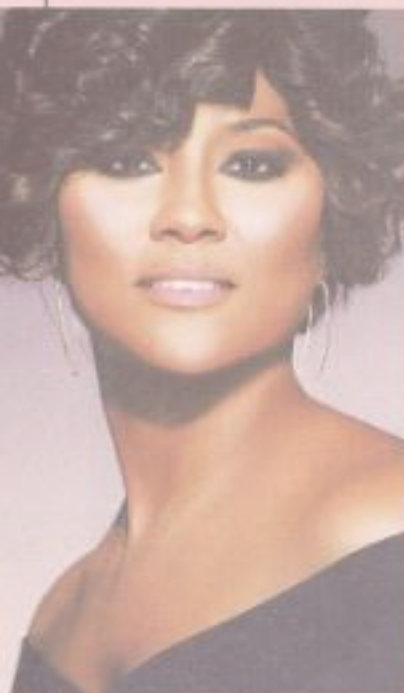
women

on the move

makin' moves in the news

AllHipHop.com's

Jamilah Barnes Creekmur



Currently the acting COO of AllHipHop.com, the popular online destination for hip-hop news and culture, Jamilah Barnes Creekmur mastered myriad challenges on her mission to win the Web site the position of preeminence it enjoys today.

Creekmur says she learned about the business aspects of Internet marketing on the job. Under her guidance, AllHipHop.com realized a jump in revenue during her first three months at the company. One year later, she helped AllHipHop make its first \$1 million dollars in advertising sales revenue. Along with her husband, Chuck Creekmur, and his partner Greg Watkins, she worked hard and made the kind of sacrifices such success usually requires.

"For me, personally, to an extent you have to sacrifice some of your personal life and some of your personal time that you otherwise would have been able to hold on to," she admits. "I've missed a number of baby showers, a number of bridal showers, a number of personal things that, ultimately, you can't regain. Those are some of things that are really dear and near to me because I'm such a family person and really have deep friendships. When you have to pull back from those for professional gains, at the end of day, sometimes you look back and evaluate where your priorities are.

"But I will say that despite all the sacrifices I've experienced so far, the greatest reward is of being self-employed and working with my husband and his business partners," adds Creekmur.

Juggling a personal and professional relationship with her husband, Creekmur admits that, at times, separating the two is tough. She says that she and her husband discussed the conditions under which she'd work with him and how to keep their lives in balance.

One thing she insisted upon, says Creekmur, was that her husband respect her right to disagree with him as an employee and partner in the business. "I also told him and his partner, that I would be the best executive I could so long as my health, my family and my sanity were not compromised."

At home, says Creekmur, she and her husband respect the boundaries between work and home life. "There's balance to everything," she stresses. "At times it can definitely be challenging because we may have had a really, really rough day at the office. You have to watch it because it's a very fine line [you're walking]. But so long as you can identify and manage it, and respect those boundaries, you're on your way to success."

on the move profiles



NAME: Vel Johnson

OCCUPATION: President and founder Vasaj Communications, Inc.

BUSINESS PROFILE: A seasoned public and media relations professional, Vel Johnson served on boards of directors, worked on political campaigns, managed fund raisers and statewide events.

MAJOR ACCOMPLISHMENTS: Vel Johnson was recently featured in a *Black Enterprise* magazine article about Orlando's support for small businesses in the city and the wealth of opportunities for entrepreneurs like herself to receive guidance and assistance from community programs.



NAME: Nikki Trotter

OCCUPATION:

President/CEO of emploi LLC, a creative agency and talent consulting firm.

BUSINESS PROFILE:

Nikki Trotter is a seasoned veteran with over 10 years of experience in manufacturing, telecommunications, publishing and nonprofit organizations. She's worked for Fortune 500 companies, such as General Electric, Siemens, Lockheed Martin and AT&T. As a human resource and corporate recruiting professional, her philosophy is that a company is only as strong as its workforce. Her belief is that only the brightest and most talented personnel can take a company to the next level.

MAJOR ACCOMPLISHMENT: Nikki Trotter's vision for emploi, a non-traditional staffing agency was to create a healthier work-life balance for professionals seeking flexible and part-time employment and businesses in need of talented personnel.

Her goal for emploi is to have the company change the face of the 21st century workplace, Trotter explains.

"Businesses are downsizing and professionals are looking for more flexible and part-time positions," says Trotter. "At emploi, we have a 'customer centric' approach; we partner with our clients in a very selective screening and hiring process to align the right person for the right position."

For more information about emploi, LLC, visit them online at www.emploiinc.com or call 407-926-9963.