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2024, FEBRUARY ISSUE - VOLUME II

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## WOMEN'S WERK

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FOUNDER  
OF THE  
NATIONAL  
SOCIETY OF  
BLACK WEDDING  
& EVENT  
PROFESSIONALS

# TIFFANY CAPRI HAINESWORTH

CEO OF TCAPRI® TEQUILA

# CELEBRATING BLACK HISTORY

## A JOURNEY OF RESILIENCE, ACHIEVEMENTS, AND CULTURAL RICHES

BY DR. TREVI BOOKER PERSHAY



*February is always a particular month of celebration of our Blackness. In January, I had the opportunity to visit my sister in Charleston, South Carolina. I had heard about The Slave Museum, and I decided to go check it out. Words can't explain how the history of my ancestors affected me. I saw a Caucasian woman leaving The Slave Museum in tears. I had the same tears, but I was crying only on the inside. Our ancestors died by any means necessary to be free and independent hit home.*

*(BTW – this is me representing my Blackness)*

*Black History Month is an annual observance that honors the achievements, contributions, and rich cultural heritage of Black individuals throughout history. It is a time to reflect on the struggles, triumphs, and significant impact that Black people have had on shaping societies worldwide. This article highlights key aspects of Black history, focusing on resilience, achievements, and cultural richness.*



(Image: The Slave Museum – 6 Chalmers St, Charleston, SC 29401)



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RESILIENCE THROUGH ADVERSITY

The history of Black individuals is marked by a profound resilience in the face of adversity. From the era of slavery to the civil rights movement, Black communities have faced systemic oppression and discrimination. Despite these challenges, they have displayed remarkable strength, resilience, and determination. Leaders like Harriet Tubman, who led hundreds to freedom through the Underground Railroad, and Martin Luther King Jr., who fought for civil rights, exemplify the unwavering spirit of resilience within the Black community.

Trailblazers and Achievements: Black history is replete with trailblazers who have shattered barriers and made groundbreaking achievements in various fields. In science, figures like George Washington Carver, a renowned botanist and inventor, and Mae Jemison, the first African American woman astronaut, have left an indelible mark. In sports, icons like Jesse Owens, Jackie Robinson, and Serena Williams have excelled in their respective fields and paved the way for future generations.

CULTURAL ENRICHMENT

Black culture is a vibrant tapestry woven with influences from Africa, the Caribbean, and various parts of the world. From music genres like jazz, blues, and hip-hop to the rich traditions of African dance and art, Black culture has profoundly impacted global cultural expressions. For example, the Harlem Renaissance of the 1920s was a cultural and artistic explosion that showcased the talents of Black writers, musicians, and artists, leaving an enduring legacy.

CIVIL RIGHTS STRUGGLES AND PROGRESS

The civil rights movement of the mid-20th century was a pivotal moment in Black history, marked by courageous individuals fighting against racial segregation and discrimination. Figures like Rosa Parks, whose refusal to give up her bus seat sparked the Montgomery Bus Boycott, and Malcolm X, a prominent advocate for Black empowerment, played crucial roles in the struggle for civil rights. The movement led to significant legislative changes, including the Civil Rights Act of 1964 and the Voting Rights Act of 1965.

Black History Month serves as a reminder of the resilience, achievements, and cultural richness that define the history of Black individuals. It is an opportunity to celebrate the contributions of Black people to every facet of society and acknowledge the ongoing journey towards equality. By understanding and appreciating Black history, we contribute to building a more inclusive and harmonious world that values the diversity of its people.



Dr. Trevi Booker-Pershay  
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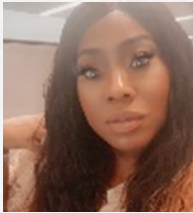
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## TIFFANY CAPRI HAINESWORTH

CEO of TCapri® Tequila

*Tiffany Capri Hainesworth is a trailblazer and groundbreaker who has made history and left an indelible mark on the spirits industry. As the first Black woman to own a tequila brand (TCapri® Tequila), Tiffany has shattered barriers and redefined the narrative in an industry that has traditionally seen limited diversity. Her journey is one of resilience, passion, and entrepreneurial prowess, as she brings a fresh perspective to the world of Tequila. Join us in celebrating Tiffany's historic achievement and her profound impact as a visionary leader in spirits. Here's to Tiffany Capri Hainesworth, a pioneer, an inspiration, and a symbol of empowerment in the world of Tequila.*



## ELEVATING SPIRITS, LEADING WITH DISTINCTION: WHERE VISION MEETS CHEERS.

### C.O.B.S MAGAZINE:

Before diving into your journey to entrepreneurship, can you share that life-changing experience that made you re-evaluate your life?

### TIFFANY CAPRI HAINESWORTH:

Yes, On December 12, 2012, I was in a major car accident. I stopped for my morning Starbucks coffee and turned into the shopping center when a car hit me from behind. The person hit me with so much force that my car turned, and the person hit me again. The accident caused Traumatic Brain Injury (T.B.I.), and as a result, I suffered from a seizure disorder, along with debilitating migraine headaches. It was then I knew I needed to focus on the rest of my life and the BEST of my life.

### C.O.B.S MAGAZINE:

Tell us about your journey to Jalisco, Mexico. What inspired you to pursue the ultimate Tequila?

### TIFFANY CAPRI HAINESWORTH:

My flagship business, TCapri Gourmet Treats, led me to Jalisco, Mexico. I created the Boozy Bear (Cocktail Gummy) and intended to use the Tequila in my gourmet treats. My boozy Gourmet Treats became a way to tantalize taste buds, create momentous occasions, and spread joy. With the success of the treats, I begin to dream even bigger. 2018 during my travels, I fell in love with Jalisco, Mexico, and the agave plant. That changed my focus to my gourmet treats and creating the ultimate sipping, Tequila.



### C.O.B.S MAGAZINE:

As the first solely Black woman-owned tequila brand, what impact do you hope to make in the industry?

### TIFFANY CAPRI HAINESWORTH:

I hope to impact the Spirit Industry for Women of Color significantly. What I've done in the industry has shown women that although you go through adversity, trials, and tribulations, you never give up. I hope my tenacity, dedication, and hard work have also opened the eyes of larger companies to see the need for funding and assistance in advancing the industry. I took the first step alone. It's important to acknowledge that you can't grow a business into a multimillion-dollar one without financial backing.

### C.O.B.S MAGAZINE:

What were some of the obstacles that you faced during your pursuit of creating TCapri® Tequila?

### TIFFANY CAPRI HAINESWORTH:

One obstacle was a major language barrier, so I had to hire a translator to assist me. There were also different entities of the Mexican government we had to navigate through. Since Tequila is one of the most regulated spirit categories, there is a lot of documentation to process through.

### C.O.B.S MAGAZINE:

How did you overcome these obstacles and stay motivated throughout the process?

### TIFFANY CAPRI HAINESWORTH:

It was a major learning process. I stayed motivated, knowing we would only grow stronger as a company by trial and error. I also stayed motivated by learning about the C.R.T., the IMPI, and the Distillery directly! I always prayed that if this were for me, it would allow me to encounter opportunities of a lifetime; however, if it weren't, I would also accept that.

### C.O.B.S MAGAZINE:

Can you discuss the significance of representation and diversity in the tequila industry?

### TIFFANY CAPRI HAINESWORTH:

I did what no one thought they could do alone. I believe I've disrupted the tequila industry because Tequila is one of the most highly regulated spirits. People felt they needed partners or a group to assist with getting started. What I've shown everyone is sheer determination and perseverance. Not

only did I go to Jalisco, Mexico alone, I took time to learn about Tequila from farm to table. Receiving my Award-T diploma in Tequila and getting my hands dirty with the Jimadors in the Agave Field, I did it.

### C.O.B.S MAGAZINE:

What advice do you have for aspiring entrepreneurs facing similar challenges in pursuing their dreams?

### TIFFANY CAPRI HAINESWORTH:

You will hear a hundred, maybe even a thousand. NO's, but it only takes that one YES to catapult you into your destiny.

### C.O.B.S MAGAZINE:

How do your background and experiences influence the creation and branding of TCapri® Tequila?

### TIFFANY CAPRI HAINESWORTH:

Enduring adversity and telling my story, people see strength, determination, focus, and an overcomer! They know this is not celebrity-backed, but I built this company with my bare hands! I'm relatable. I allow people to know anything is possible!

### C.O.B.S MAGAZINE:

Can you share any memorable moments or milestones you experienced on this journey? What lessons have you learned that you think others can benefit from?

### TIFFANY CAPRI HAINESWORTH:

The day my Tequila landed in the U.S.A. was one of the best days of my life. It was like giving birth. You will always

encounter obstacles. Life is like a G.P.S.; if you are walking in your God-given destiny, your life will be rerouted, and you will reach your destination.

### C.O.B.S MAGAZINE:

How do you navigate and address any barriers or biases that you may encounter in the industry?

### TIFFANY CAPRI HAINESWORTH:

I am an Owner and C.E.O. of a company in an industry with a male-dominated history. Knowing your value and being confident in yourself and your product is vital. One of my strengths is not coming off as the stigma of an aggressive black woman but as a businesswoman to whom respect is to be given.

### C.O.B.S MAGAZINE:

What are your plans and goals for TCapri® Tequila? Thank you for taking the time to interview with us. Here at C.O.B.S., we love affirmations. Can you share one of your favorite daily affirmations? Can you please share your websites and social media platforms?

### TIFFANY CAPRI HAINESWORTH:

My plans and goals for TCapri® are to continue growing and becoming a global brand. My daily affirmation is to take the first step in faith. My website is [www.Tcapritequila.com](http://www.Tcapritequila.com), and on my social media platforms, you can find me under @tcapritequila. Thank you.



# Raphael Wright

Founder of Neighborhood Grocery

## TRANSFORMING COMMUNITIES ONE GROCERY STORE AT A TIME: THE VISIONARY LEADERSHIP OF RAPHAEL WRIGHT

In the landscape of urban development and community empowerment, Raphael Wright has emerged as a transformative figure dedicated to addressing food deserts and fostering sustainable, thriving neighborhoods. As the Founder of Neighborhood Grocery, Wright has pioneered a unique approach to grocery retail, focusing on community engagement, accessibility, and social impact. This article explores Raphael Wright's inspiring journey, delves into the establishment of Neighborhood Grocery, and highlights his commitment to revitalizing communities through accessible and locally-driven grocery solutions.

### Raphael Wright's Background

Raphael Wright's journey is rooted in a deep commitment to community development and social equity. With a background in urban planning and a passion for addressing systemic issues, Wright recognized the impact of limited access to fresh and affordable groceries on communities. Armed with this awareness, he embarked on a mission to redefine the grocery retail landscape and create positive change from within.

### The Birth of Neighborhood Grocery

2017 Raphael Wright founded Neighborhood Grocery to bring quality, fresh food to underserved communities. Recognizing the prevalence of food deserts, where access to nutritious and affordable groceries is limited, Wright aimed to bridge the gap by establishing grocery stores that cater specifically to the needs of local residents. The result was a community-centric model that prioritizes accessibility and sustainability.

### Community-Centric Grocery Solutions

Neighborhood Grocery operates on a unique model that emphasizes community engagement and understanding. Raphael Wright and his team work closely with local residents to identify their specific needs, preferences, and challenges. The grocery stores are designed to reflect the cultural diversity of their communities, offering a curated selection of products that align with local tastes and preferences.

### Accessibility and Affordability

One of the critical pillars of Neighborhood Grocery's mission is to make fresh, healthy food accessible and affordable to all. Raphael Wright has implemented strategies to ensure competitive pricing, collaborating with local producers and distributors to minimize costs. The goal is to eliminate the economic barriers that often contribute to food insecurity and empower residents to make healthier choices.



### Social Impact and Sustainability

Raphael Wright's commitment to social impact extends beyond providing groceries. Neighborhood Grocery actively engages in sustainability initiatives, from supporting local farmers and reducing food waste to implementing eco-friendly practices in-store. Wright envisions Neighborhood Grocery as a catalyst for positive change, contributing to improved access to food and the overall well-being of communities.

### Community Engagement and Empowerment

Beyond the physical presence of grocery stores, Raphael Wright emphasizes the importance of community engagement and empowerment. Neighborhood Grocery hosts events, workshops, and educational programs that foster community, promote nutrition awareness, and provide personal and professional development resources. Wright sees the grocery store as a hub for connection and empowerment within neighborhoods.

Raphael Wright's role as the Founder of Neighborhood Grocery is a testament to his visionary leadership and commitment to social impact. Through innovative and community-centric grocery solutions, Wright is transforming the narrative around food deserts and revitalizing neighborhoods. As Neighborhood Grocery continues to expand its reach and influence, Raphael Wright remains a beacon of inspiration, showcasing the potential for positive change through thoughtful, community-driven initiatives in the realm of urban development and accessible food solutions.





**Pinky Cole**  
CEO of Slutty Vegan

Picture taken from Fotune.com  
(Ellen McGriff)

## EMPOWERING TASTE BUDS AND COMMUNITIES: THE RISE OF PINKY COLE, CEO OF SLUTTY VEGAN

Pinky Cole, the visionary entrepreneur and CEO behind Slutty Vegan, has taken the culinary world by storm with her bold and innovative approach to plant-based cuisine. As a trailblazer in the food industry, Cole has redefined how people perceive vegan food and has become a powerful force for positive change in her community. In this article, we will delve into the inspiring journey of Pinky Cole, exploring her background, the success story of Slutty Vegan, and her commitment to empowering both taste buds and communities.

Pinky Cole's story begins in Baltimore, Maryland, where she spent her early years developing a passion for food and entrepreneurship. After moving to Atlanta, Georgia, she recognized a gap in the market for delicious, indulgent vegan options that appealed to a diverse audience. Armed with determination and culinary creativity, Cole set out to challenge stereotypes surrounding plant-based diets.

### *The Birth of Slutty Vegan*

In 2018, Pinky Cole opened the first Slutty Vegan food truck, introducing a menu of mouthwatering plant-based burgers that quickly gained a cult following. The brand's provocative name was a deliberate choice to spark conversations and challenge preconceptions about veganism. Cole's innovative marketing strategies, including celebrity endorsements and social media engagement, played a crucial role in Slutty Vegan's rapid rise to popularity.

### *Beyond the Burger*

While Slutty Vegan initially gained attention for its tantalizing burgers, Pinky Cole's vision extends far beyond the culinary realm. She sees Slutty Vegan as a platform for promoting healthy living, environmental sustainability, and social responsibility. Cole actively engages with her community, using her success to uplift others and inspire positive change.

### *Community Impact*

Pinky Cole has become a symbol of empowerment, especially for Black entrepreneurs and women in the business world. Through initiatives like the "Pay It Forward" program, Slutty Vegan has donated thousands of meals to those in need, emphasizing Cole's commitment to social impact. Additionally, she has advocated for financial literacy and entrepreneurship education, sharing her insights and experiences with aspiring business owners.

### *Challenges and Triumphs*

Like any successful entrepreneur, Pinky Cole faced her share of challenges. However, her resilience and determination propelled Slutty Vegan to new heights. The brand expanded beyond the food truck, opening brick-and-mortar locations and attracting customers from diverse backgrounds. Cole's ability to navigate the business landscape with authenticity and passion has been instrumental in overcoming obstacles.

Pinky Cole's journey from a visionary entrepreneur to the CEO of Slutty Vegan is a testament to the power of passion, innovation, and community engagement. Her impact reaches beyond vegan cuisine, influencing how we think about food, entrepreneurship, and social responsibility. As Slutty Vegan continues to grow, Pinky Cole remains a trailblazer, inspiring others to follow their dreams and make a positive impact on the world, one delicious meal at a time.



# CELEBRATING BLACK LOVE: A VALENTINE'S DAY TRIBUTE TO RESILIENCE AND CONNECTION

By Dr. Trevi Booker-Pershay

## LOVE, LOVE, LOVE, - ESPECIALLY BLACK LOVE

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Valentine's Day is when love takes center stage, and within the celebration of love, there's a unique and beautiful tapestry: Black love. I wanted to write an article to celebrate how beautiful black love is. November 16, 2024, would be my 39th wedding anniversary. My husband comes from a line of men staying married, and well, in my family, women usually outlive the men. In this article, I will share the significance of Black love on Valentine's Day, celebrating the resilience, strength, and connection that defines romantic relationships within the Black community.

**Resilience in the Face of Challenges:** Black love has often been a testament to resilience in the face of historical and societal challenges. From the legacy of slavery to the struggles of the civil rights era, Black couples have faced adversity with unwavering strength. The commitment to love and support each other through thick and thin is a powerful narrative within Black relationships, showcasing a resilience that has endured for generations.

**Cultural Richness and Shared Heritage:** Black love is a rich cultural heritage of Africa. Whether it's expressed through shared traditions, music, or the celebration of cultural events, Black couples often find strength and connection in their shared roots. This cultural richness adds depth and meaning to romantic relationships, creating a unique tapestry that celebrates diversity. It's beautiful when there is longevity in Black Love. It's a sure sign of hope for other black couples.

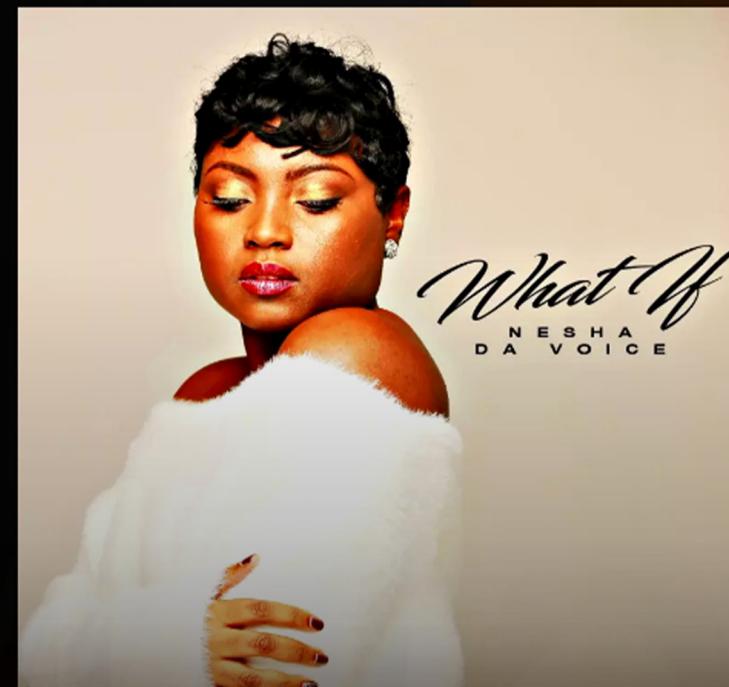
**Empowerment and Mutual Support:** Within Black love, there is a strong emphasis on empowerment and mutual support. Partners uplift each other, inspire personal growth, and stand as pillars of strength. The shared journey towards individual and collective success becomes a source of inspiration, reinforcing that love is not just about romantic gestures but also about being each other's most incredible supporters in pursuing dreams and aspirations.

**Celebration of Black Excellence:** Valentine's Day in the Black community is an opportunity to celebrate Black excellence within romantic relationships. Whether acknowledging the achievements of Black power couples, entrepreneurs, or artists, the celebration of love intertwines with the celebration of success and resilience. This creates a positive narrative that emphasizes the strength and beauty inherent in Black love stories.

As Valentine's Day approaches, it's essential to recognize and celebrate the unique qualities that define Black love. From resilience and cultural richness to empowerment and mutual support, Black love is a source of inspiration and strength. By acknowledging and honoring these aspects, we celebrate the beauty of Black relationships and contribute to a more inclusive and diverse representation of love in our collective consciousness. This Valentine's Day, let us celebrate Black love and the richness it brings to the tapestry of romantic connections.

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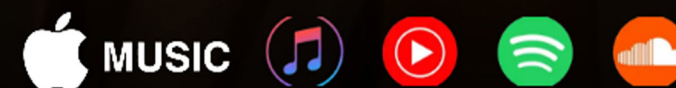
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## Breaking Boundaries and Building Bridges: Tara Melvin, Founder of The National Society of Black Wedding & Event Professionals

In the wedding and event planning world, Tara Melvin stands out as a visionary leader and advocate for diversity and inclusion. As the Founder of The National Society of Black Wedding & Event Professionals (NSBWEP), Melvin has dedicated her career to breaking barriers and creating opportunities for Black professionals in the wedding and events industry. This article explores Tara Melvin's inspiring journey, the founding of NSBWEP, and her ongoing commitment to fostering a more inclusive and equitable community.

### TARA MELVIN'S BACKGROUND

Tara Melvin's passion for event planning and design has been a driving force throughout her career. With a background in hospitality management, she honed her skills in the dynamic and fast-paced world of weddings and events. Recognizing the need for increased representation and support for Black professionals in the industry, Melvin embarked on a mission to create a platform to empower and connect like-minded individuals.

### THE GENESIS OF NSBWEP

2011 Tara Melvin founded The National Society of Black Wedding & Event Professionals. This groundbreaking organization provides resources, networking opportunities, and mentorship for Black professionals in weddings and events. NSBWEP catalyzes change, challenging systemic barriers and creating a supportive community for individuals to thrive in their careers.

### EMPOWERING BLACK PROFESSIONALS

One of NSBWEP's primary objectives is to empower Black professionals by offering educational resources, mentorship programs, and networking opportunities. Melvin understands the importance of representation and its impact on aspiring event planners, designers, and other industry professionals. NSBWEP aims to create a more diverse and inclusive landscape within the wedding and events industry by fostering an environment of support and collaboration.

### ADVOCACY FOR INCLUSIVITY

Tara Melvin has been a vocal advocate for diversity and inclusivity within the broader wedding and events industry. Through NSBWEP, she has worked tirelessly to challenge stereotypes, address systemic issues, and create a space where professionals of all backgrounds feel valued and celebrated. Melvin's advocacy extends beyond the organizational level, as she actively engages with industry leaders and stakeholders to promote positive change.

### EDUCATIONAL INITIATIVES

Recognizing the importance of continuous learning, NSBWEP has implemented various educational initiatives under Tara Melvin's leadership. The organization strives to provide members with the tools and knowledge needed to excel in their careers, from workshops and webinars to conferences and seminars. By investing in education, Melvin aims to create a pipeline of skilled and empowered professionals who can make a lasting impact on the industry.

Tara Melvin's journey as the Founder of The National Society of Black Wedding & Event Professionals is a testament to her dedication to breaking barriers and fostering inclusivity. Through NSBWEP, Melvin has created a supportive community for Black professionals and contributed to reshaping the wedding and events industry landscape. As she continues to advocate for diversity and equity, Tara Melvin serves as an inspiration to aspiring professionals and a catalyst for positive change in the world of weddings and events.

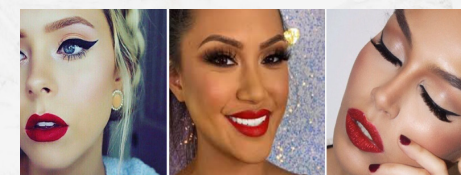


## Tinika Thomas-Foreman

GLAMOROUS MAKEUP LOOKS TO STEAL HEARTS THIS VALENTINE'S DAY

### INTRODUCTION:

Valentine's Day is the perfect occasion to showcase your beauty and express your love for all things fabulous. Whether you're going for a romantic dinner date or a fun night out with friends, these five makeup looks will surely make you the star of the evening. Get ready to turn heads and steal hearts with these glamorous and enchanting creations.

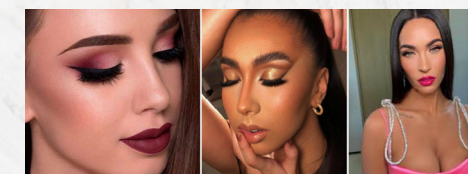


### 1. CLASSIC RED LIPS AND CAT EYE:

Keep it timeless and elegant with this classic makeup look. Start by creating a flawless base using your favorite foundation and concealer. Then, outline and fill in your lips with a striking red lipstick. Pair it with a sleek cat-eye flick using liquid eyeliner, elongating your eyes and adding a touch of allure. Finish off with voluminous lashes and a hint of blush for a timeless Valentine's Day look that never fails to impress.

### 2. SOFT AND ROMANTIC:

Opt for soft and romantic hues for a more subtle and dreamy appearance. Apply a soft pink eyeshadow all over your lids, blending it gently into the crease. Add a touch of shimmer to the inner corners of your eyes to make them pop. Apply a coat of lengthening mascara to define your lashes. Complement your eyes with a rosy blush and a natural-looking lip gloss. This romantic makeup look effortlessly exudes grace and femininity.

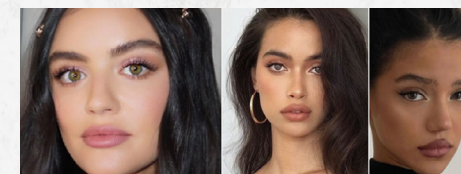
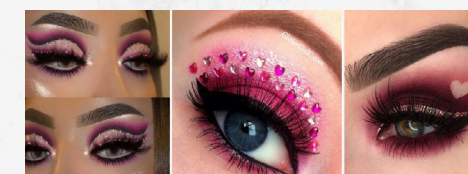


### 3. SMOKY EYES WITH A TWIST:

Give the classic smoky eye a romantic twist this Valentine's Day. Start by creating a gradient effect using shades of burgundy or mauve on your lids. Blend the colors impeccably for a seamless transition. Intensify the outer corners with a darker shade, focusing on the crease. Line your eyes with black or dark brown eyeliner, and complete the look with dramatic lashes. Keep the rest of your face simple with a nude lip color and a subtle contour for a sultry and captivating appearance.

### 4. BOLD AND GLITTERY:

Make heads turn with an attention-grabbing makeup look featuring bold colors and sparkling accents. Apply a vibrant eyeshadow shade like shimmering gold, rich purple, or electric blue across your lids. For extra glam, add some glitter on top of the eyeshadow. Line your eyes with metallic eyeliner to further enhance the dazzling effect. Complete the look with glossy lips and a touch of highlighter on your cheekbones. This bold and glittery makeup is perfect for those who love to make a statement.



### 5. NATURAL AND FRESH:

Sometimes, less is more. Embrace your natural beauty by opting for a fresh and dewy makeup look. Start by applying a lightweight foundation or BB cream for a sheer coverage. Enhance your brows with a brow gel or pencil, making them neat but natural-looking. Apply a touch of pink or peach blush to add a healthy glow to your cheeks. Finish with a swipe of tinted lip balm and a coat of mascara. This effortless and natural makeup look will make you radiate confidence and beauty.

### CONCLUSION:

Valentine's Day is a special occasion to celebrate love and beauty. These five makeup looks offer a range of styles to suit different preferences, from classic elegance to bold glamour or subtle romance. Remember, having fun and embracing your unique style is the key to achieving any of these looks. So, experiment, and get ready to stun your loved ones with your enchanting Valentine's Day makeup.

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#### Photo Credits

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**NISHA PERSHAY**

*One-on-one tips for proper  
hairecare treatment*



## HAIRCARE TIPS FOR LOW/HIGH HAIR POROSITY

**M**any men and women may not know their porosity levels and purchase incorrect products that will not help with growth, moisture, and proper treatment because of the lack of knowledge. In this article, I want to educate and help readers understand the difference between high and low hair porosity.

For example, Low-porosity hair refers to hair that has difficulty absorbing moisture. The cuticles of low-porosity hair are tightly closed, making it difficult for water or other substances to penetrate the hair shaft. This can result in product buildup and make it harder for moisture to penetrate the hair, leading to dryness and lack of elasticity. On the other hand, high porosity hair refers to hair that quickly absorbs moisture but loses it just as quickly. High porosity hair has lifted or damaged cuticles, allowing moisture to enter the hair shaft quickly. However, it also means that the hair cannot retain moisture for long, which can lead to frizz, dryness, and breakage.

Both low and high-porosity hair require specific care and attention. For low-porosity hair, it's important to use lightweight and moisturizing products that can penetrate the hair shaft easily. Heat can also be used to help open the cuticles and allow moisture to enter. On the other hand, high porosity hair benefits from sealing in moisture with heavier products and using techniques like deep conditioning and protein treatments to strengthen and repair the damaged cuticles.

### FOR LOW POROSITY HAIR:

#### 1. Clarifying Shampoo:

Use a clarifying shampoo once a month to remove product buildup and open the hair cuticles for better moisture absorption.

#### 2. Lightweight Moisturizing Conditioner:

Look for a conditioner that is specifically formulated for low-porosity hair, as it will be lighter and easier to penetrate the hair shaft. Ingredients like glycerin and aloe vera are great for hydrating low-porosity hair.

#### 3. Leave-In Conditioner:

Use a lightweight leave-in conditioner that can provide moisture without weighing down the hair. Look for products with ingredients like coconut water or aloe vera.

#### 4. Water-based Moisturizers:

opt for water-based moisturizers that low-porosity hair can easily absorb. Look for products that contain humectants like propylene glycol or sorbitol, which can attract and retain moisture.

#### 5. Heat:

Use heat to open the hair cuticles and allow better absorption of products. Applying a heat cap or sitting under a hooded dryer after applying a deep conditioner or a hair mask can help with moisture penetration.



### FOR HIGH POROSITY HAIR:

#### 1. Moisturizing Shampoo:

Look for sulfate-free and moisturizing shampoos to avoid stripping the hair of its natural oils. Look for ingredients like shea butter or coconut oil.

#### 2. Deep Conditioners:

Use deep conditioners that are rich in proteins and moisture to help repair and strengthen the hair. Ingredients like hydrolyzed keratin or wheat protein can be beneficial for high-porosity hair.

#### 3. Leave-In Conditioner:

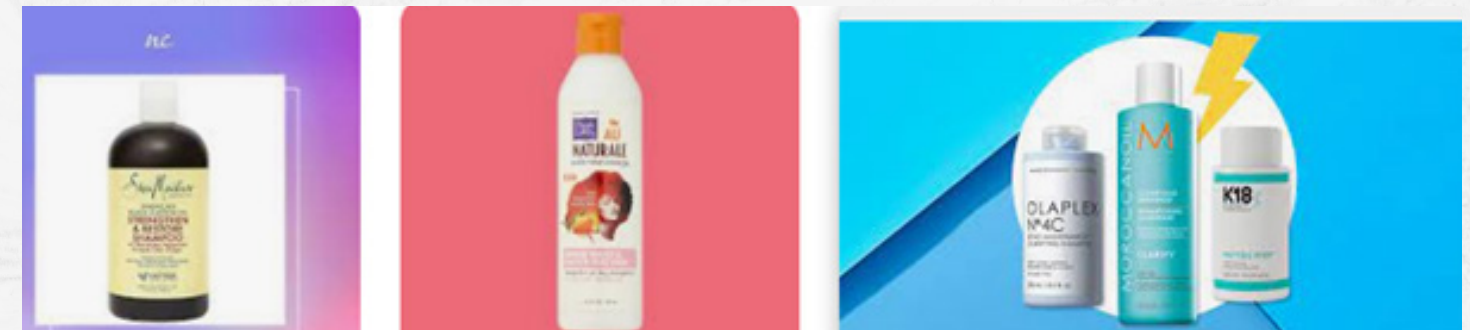
Choose a leave-in conditioner that is rich and creamy to help seal in moisture and provide extra hydration to the hair. Look for products with ingredients like avocado oil or jojoba oil.

#### 4. Heavy Oils and kinds of butter:

High porosity hair benefits from heavier oils and kinds of butter that can help seal in moisture and prevent moisture loss. Look for products with ingredients like shea butter, castor oil, or olive oil.

#### 5. Protein Treatments:

Regular protein treatments can help to strengthen the hair and reduce break.





PIONEERING INNOVATION:

## NEIDY S. HORNBY

*Founder & CEO of Noir IP*

In the dynamic realm of intellectual property (IP) and innovation, Neidy Hornby stands as a trailblazer, redefining the landscape with her vision and leadership. As the Founder and CEO of Noir IP, Hornby has carved a niche for herself and her company by offering cutting-edge solutions in intellectual property management. This article delves into Neidy Hornby's remarkable journey, explores the founding of Noir IP, and highlights her commitment to driving innovation and excellence.

**Neidy Hornby's Background:** Neidy Hornby's journey in the world of intellectual property began with a passion for technology law and a keen interest in the intersection of the two. Armed with a background in law and a wealth of experience in IP management, Hornby set out to create a company that would provide exceptional services and push the boundaries of what's possible in the field.

### THE GENESIS OF NOIR IP

Neidy Hornby founded Noir IP, a company dedicated to revolutionizing how organizations manage and protect their intellectual property. Noir IP provides comprehensive solutions that leverage technology and legal expertise to streamline IP management processes. Under Hornby's leadership, the company has become a trusted partner for businesses seeking to navigate the complex intellectual property landscape.

### INNOVATIVE SOLUTIONS FOR IP MANAGEMENT

Noir IP's success can be attributed to its commitment to innovation. Neidy Hornby has championed the development of cutting-edge technologies that enhance the efficiency of intellectual property management. From advanced software solutions to AI-driven tools, Noir IP empowers clients to protect, monitor, and maximize the value of their intellectual assets.

### CLIENT-CENTRIC APPROACH

A distinguishing factor of Neidy Hornby's leadership at Noir IP is the emphasis on a client-centric approach. Recognizing each client's unique challenges, Hornby and her team tailor solutions to meet individual needs. This personalized touch has not only contributed to Noir IP's growth. Still, it has also solidified its reputation as a company that values relationships and understands the intricacies of intellectual property management.

**Leadership and Industry Impact:** Neidy Hornby's influence extends beyond the confines of Noir IP. She is actively involved in thought leadership within the intellectual property space, contributing insights and expertise to industry discussions. Hornby's commitment to raising awareness about the importance of IP protection and management has positioned her as a respected figure in the field.

### CORPORATE SOCIAL RESPONSIBILITY

In addition to her professional achievements, Neidy Hornby is committed to corporate social responsibility. Under her leadership, Noir IP engages in initiatives promoting diversity, equity, and inclusion within the technology and legal sectors. Hornby's dedication to positively impacting society is reflected in Noir IP's efforts to support community development and education.

Neidy Hornby's role as the Founder and CEO of Noir IP is a testament to her entrepreneurial spirit, commitment to innovation, and passion for intellectual property. Through Noir IP, Hornby has transformed how organizations approach IP management, becoming a driving force in shaping the industry's future. As she continues to lead Noir IP into new frontiers, Neidy Hornby remains an inspirational figure, showcasing the power of vision, dedication, and a forward-thinking approach in the world of intellectual property.

# NOIRIP

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CEO



## URBAN DESIGNER JAVON CEO of Luv4Cru

**HE BRINGS THE STREETS TO LIFE WITH INNOVATIVE DESIGNS, CREATING A BOLD AND EDGY STYLE THAT EFFORTLESSLY CAPTURES THE SPIRIT OF THE CITY.**

### C.O.B.S. MAGAZINE:

Welcome to COBS Magazine Fashion Corner, where we explore the latest trends, styles, and inspiration for fashion-forward individuals. We are delighted to speak to C.E.O. and creative designer Javon, aka Cru Jay, who sets himself apart from local brands worldwide. Before discussing your business, please give our readers your backstory before entrepreneurship.

### CRU JAY:

Before Luv4Cru, I was a rap artist. Throughout high school and my 20s, I helped formulate a Swat Team rap group. We were part of the early 2000s Crunk era right here in Atlanta. After successfully releasing several tracks, I decided to go solo, where I took on the rap superstar persona "Chief." I released two successful mixtapes, contributing to a much larger cult-like following here in Atlanta and putting me in the mix of the local "Who's Who." After a while, I realized that the rap game is no longer



about talent but about who's more socially popular. I have a certain level of respect for the Hip-Hop culture, so I decided to contribute elsewhere by bringing fashion to the game.

### C.O.B.S. MAGAZINE:

Can you tell us about the inspiration behind the Luv4Cru Branding and Co? What makes Luv4Cru Branding and Co stand out from other fashion brands in the industry?

### CRU JAY:

My inspiration behind Luv4Cru comes directly from the Hip-Hop culture. Some of my icons, like Karl Kani, Fubu, Cross Colors, and Virgil, set the tone of the direction I wanted to go with Luv4Cru. Growing up, I was always the fly kid on the block with the latest and greatest gear, and when I was on the rap scene, my style was always the topic of discussion.

Luv4Cru stands out from all the rest of the fashion industry because our brand has a purpose. It's not just stylish clothing but a message in every piece we create. Luv4Cru is symbolic. The name means Life, Understanding, Values, Creatively, and Restoring Unity. The number 4 symbolizes all four seasons, which I feel is solely responsible for dripping the culture in all four seasons. Our Power of Hands logo represents one hand reaching out to help his fellow man. In life, you are either on the receiving end of a blessing or the giving end. We all have been on both sides in life. Our brand is not only Dope but culturally impactful within the Fashion Industry.

### C.O.B.S. MAGAZINE:

How do you incorporate sustainability and ethical practices into your designs and production processes?

### CRU JAY:

Regarding our sustainability and ethical practices, we are more interested in taking the stairs, not the elevator. We're neither in a rush nor concerned with the competition. The quality of our clothing is something we pride ourselves on. We pick the best material and create designs that are never duplicated so that our consumers can feel that the items were designed with them in mind. For instance, if we drop a tracksuit in black with a special design, we'll never repeat that same production unless it's backed by popular demand. Our Brand is Designer/Boutique styled with Luxury always in mind.

### C.O.B.S. MAGAZINE:

Can you walk us through your design process from concept to final product?

### CRU JAY:

My designs come from multiple levels of inspiration. I may see material displayed on a particular item; then, I'll review color pallets and textures, and the vision is usually born. I'm naturally a creative person. I can take something others may consider obsolete, remix it, and birth the hottest



sweatshirt you've seen thus far. Once I put it on paper, it's brought to life via mock-ups, tech specs, and samples my team of manufacturers created.

### C.O.B.S. MAGAZINE:

What key trends or themes have you incorporated into your latest collection?

### CRU JAY:

I make sure I stay away from trends but more so engage with the culture of what the people are asking for, mixed in with some exclusive CruJay Creations. For example, we are the first to do a combination hoodie sweatshirt. On your average hoodie, if you wear a necklace/chain, it's puffed up over the neck part of the hoodie. Luv4Cru introduced a Combination Hoodie where the neckline lays flat like a sweatshirt, so your jewelry lays flat while rocking our hoodies.

### C.O.B.S. MAGAZINE:

How do you stay creative and innovative in such a competitive industry?

### CRU JAY:

I stay creative and innovative by always studying my craft. I never get too comfortable or think I have everything figured out. I don't mind collaborating or networking with like-minded Designers. I expand my horizons by researching new materials and skills, making it my mission to visit overseas, where the majority of all resources and materials are utilized in America. Interpersonal connections are essential. It also builds a level of respect and camaraderie with our manufacturers.

### C.O.B.S. MAGAZINE:

Can you share any memorable moments or challenges you've faced while building the Luv4Cru Branding and Co. Empire?



### CRU JAY:

One of our most memorable challenges was when I initially launched the brand. The name used to be CruLuv, but unfortunately, we could only use the name and have partial ownership due to copyright concerns. I worked too hard to share or have any partial ownership as it pertains to my brand. So, I made a play on words, eventually leading me to name it Luv4Cru. The acronym behind it came at that very instance. At that point, I knew I had something special. I learned early in the game that ownership is vital. This is why everything we do is trademarked, and copyrights are in place. Our logos to our name and our designs, we didn't scale back on ownership.

Another successful memory was the official re-launch of the Brand on February 15, 2020. I had no idea that a pandemic would hit a month later and shut the world down. My team and I were taken aback and didn't know how we would survive economically. Through the grace of God, my team and I made the pandemic work for us. We then launched our exclusive Luv4Cru Face Mask, which sold out daily. With that exposure, we turned a negative into a positive, contributing to our success early in the Fashion Game. It's safe to say we survived the pandemic.

### C.O.B.S. MAGAZINE:

Who would you say is the ideal Luv4Cru customer, and what about your designs resonates with them?



### CRU JAY:

Our ideal customer is whoever wants to be a part of the culture. I have a saying: "It has to be in you and on you." Which means that fashion is mental. You'll display it in your fashion if you feel good and confident. Our designs resonate with people influenced by the culture and who can walk and talk the talk. We have it all, from the person who only rocks hoodies and leggings to the person whose style is contemporary and rocks only Polo and bodysuits—Luv4Cru designs for the entire Culture.

### C.O.B.S. MAGAZINE:

What are your goals and aspirations for Luv4Cru Branding and Co?

### CRU JAY:

One of my goals and aspirations for the brand is becoming a household name. We have Gucci, Louis Vuitton, and Chanel, but where are the Top Black Fashion Designers? My brand will be in every upscale store and the culturally inspired storefronts. Luv4Cru will be one of the first Luxury Street Couture Brands.

### C.O.B.S. MAGAZINE:

How does your style influence your designs for Luv4Cru? Are there any exciting collaborations or projects in the pipeline for Luv4Cru Branding and Co.?

### CRU JAY:

My style is a direct correlation with Luv4Cru. I don't wear anything outside of Luv4Cru. Suppose it's something I want to wear and don't have it that motivates me to get back in the lab and create. I'm a walking Luv4Cru billboard. My brand directly re-



flects my lifestyle; why wouldn't I wear it every day?

We have been blessed to collaborate with some amazing people, such as 50 Cent, who has several of our pieces from his most recent world tour, including the love and support we receive from multi-platinum producer Drumma Boy and a host of multi-talented artists in Atlanta. With that exposure, we are excited for future collaborations with some of the culture's top influencers globally. We're also getting closer to launching our official flagship storefront that will exclusively offer Luv4Cru merchandise in the heart of Atlanta.

### C.O.B.S. MAGAZINE:

Can you please share your websites and social platforms? Thank you for being part of C.O.B.S Magazine Fashion Corner.

### CRU JAY:

Absolutely! Thank you for having Luv4Cru and allowing us to share our brand with the culture on your platform. Stay tuned for the latest and greatest Street Couture. We're on all social media platforms. Be sure to follow us on all pages:

Instagram:  
Brand Page: @luv4cru\_brandingandco  
C.E.O. Page: @luv4crujay  
V.P./Brand Manager Page: @luv4cru\_luxe  
TikTok:  
@l4cbrandingandco  
Facebook:  
Luv4cru Branding and Co.  
Website: www.luv4cru.com



# ROMANTIC DINNER RECIPE TO IMPRESS YOUR LOVED ONE ON VALENTINE'S DAY

## CREATE A MEMORABLE EVENING WITH THESE DELICIOUS DISHES

Valentine's Day is the perfect opportunity to show your loved one how much it means to you. And what better way to do that than through a romantic, candlelit dinner at home? Skip crowded restaurants this year, and wow your partner with these five delectable recipes to make their heartbeat. Each dish, from appetizers to desserts, is designed to set the mood and create lasting memories. Get ready to celebrate love in the most delicious way possible!

### 1. APPETIZER: CAPRESE SKEWERS WITH BALSAMIC GLAZE

Start your meal with a light and refreshing appetizer that will tantalize your taste buds. These Caprese skewers combine juicy cherry tomatoes, fresh basil leaves, and creamy mozzarella balls, all drizzled with a tangy balsamic glaze. The vibrant colors and flavors will set the stage for a memorable evening.

These bite-sized Caprese skewers take just minutes to make. Enjoy the richness of mozzarella paired.

#### INGREDIENTS

- Appetizer toothpicks or small skewers
- 7 ounces Bocconcini (bite-size mozzarella balls)
- 10 ounces Cherry tomatoes
- Fresh basil
- Store-bought balsamic glaze for drizzling (optional)



<https://www.realsimple.com/food-recipes/browse-all-recipes/caprese-skewers-recipe>

### 2. MAIN COURSE: GRILLED STEAK WITH ROASTED GARLIC BUTTER

Nothing says "romantic dinner" quite like a perfectly cooked steak. Impress your loved one with a juicy, tender, grilled steak seasoned to perfection and topped with luscious roasted garlic butter. To complete the meal, serve it with roasted vegetables or a creamy mashed potato.

#### INGREDIENTS

- 4 (12-ounce) rib-eye steaks\*, 1 1/4-inch-thick, at room temperature
- 4 tablespoons olive oil
- Kosher salt and freshly ground black pepper, to taste



#### FOR THE GARLIC COMPOUND BUTTER

- ½ cup unsalted butter at room temperature
- ¼ cup chopped fresh parsley leaves
- 3 cloves garlic, minced
- 1 tablespoon lemon zest
- 1 teaspoon chopped fresh thyme leaves
- 1 teaspoon chopped fresh rosemary
- 1 teaspoon chopped fresh basil leaves
- ½ teaspoon kosher salt
- ¼ teaspoon ground black pepper
- 1/8 teaspoon cayenne pepper

#### INSTRUCTIONS

- Preheat oven to broil. Place a large cast iron skillet in the oven.
- Using paper towels, pat both sides of the steak dry. Drizzle with olive oil; season with salt and pepper to taste. Remove the skillet from the oven and heat it to medium-high.
- Place the steak in the middle of the skillet and cook until a dark crust has formed about 1 minute. Using tongs, flip and cook for an additional 60 seconds.
- Place skillet into the oven and cook until the desired doneness is reached, about 4-5 minutes for medium-rare, flipping once. Let rest for 3-5 minutes.
- Serve immediately with garlic compound butter.

#### FOR THE GARLIC COMPOUND BUTTER

- Combine butter, parsley, garlic, lemon zest, thyme, rosemary, basil, salt, pepper, and cayenne pepper in a medium bowl to make the garlic compound butter.
- Transfer mixture to parchment paper; shape into a log. Roll in parchment to 1 1/2 inches in diameter, twisting the ends to close. Refrigerate until ready to use for up to 1 week.

<https://damndelicious.net/2016/06/23/perfect-steak-with-garlic-butter/>

### 3. SIDE DISH: CREAMY PARMESAN RISOTTO

Elevate your main course with a side dish that oozes sophistication and flavor. Creamy Parmesan risotto is a classic choice that pairs well with almost any protein. The rich and velvety texture of the risotto, combined with the nutty parmesan cheese, will leave your taste buds craving for more.

#### INGREDIENTS

- Chicken stock
- Olive oil
- Onion
- Arborio rice
- Salt and pepper
- Butter
- Grated Parmesan
- Fresh parsley

#### INSTRUCTIONS

- Bring stock to a simmer in a large saucepan. Keep warm over low heat.
- Heat oil in a Dutch oven over medium heat, then add onion.
- Add Arborio rice and salt, then cook for 1 minute.
- Add 1/2 cup stock and cook until absorbed, stirring frequently.
- Stir in 1 1/2 cups stock; cook for 4 minutes or until liquid is nearly absorbed, stirring constantly.
- Add remaining stock, 3/4 cup at a time, stirring nearly constantly until each portion is absorbed before adding the next.
- Remove the risotto from the heat, then add the remaining stock, butter, pepper, and cheese.

<https://www.graceandgoodeats.com/creamy-parmesan-risotto/>



### 4. VEGETARIAN OPTION: STUFFED PORTOBELLO MUSHROOMS

If your loved one prefers a vegetarian option, these stuffed Portobello mushrooms will surely impress. Filled with a savory mixture of spinach, ricotta cheese, and breadcrumbs, these mushrooms are baked to perfection and make for a delightful centerpiece on your Valentine's Day plate.

#### INGREDIENTS

- Portobello mushrooms – Portobello mushrooms come in different sizes. You can use not only large Portobello mushrooms but also baby Portobello mushrooms. Regular white mushrooms or cremini mushrooms can also be stuffed, so use your favorite. The only thing to keep in mind is that the smaller the mushrooms are the more you can stuff.
- Cheese – I used a combination of goat cheese and mozzarella cheese in this recipe, but feel free to use your favorites.
- Veggies – I used a combination of spinach, bell peppers and tomatoes. You can use other veggies as well.
- Onion and garlic – I love using these ingredients to enhance the flavor of the stuffing.
- Breadcrumbs – Necessary to bind the veggies a bit. You can use your favorite breadcrumbs, Italian or Panko.
- Hot Sauce – This is an optional ingredient, and only add it if you want your stuffed mushrooms to have a bit of a kick.



#### INSTRUCTIONS

- Prep the oven: Preheat oven to 400°F.
- Prep the mushrooms: Carefully remove stems from mushrooms, reserve, and chop the stems for the stuffing. Place the mushrooms stem side down onto a baking pan. Bake for 10 to 15 minutes until the water leaks out of them. Remove from the oven and, using paper towels, soak up excess water. Set aside.
- Make the filling: Heat the olive oil over medium heat in a skillet. Add the chopped onion and garlic and saute for a few minutes until the onion is translucent. Add the green pepper and spinach to the skillet and cook for a couple more minutes until the spinach wilts. Stir in the tomatoes, goat cheese, salt, pepper, mushroom stems, hot sauce, and breadcrumbs. Cook for an additional 2 minutes.
- Stuff the mushrooms: Stuff the mushrooms with the mixture equally. Top with mozzarella cheese. You should have enough mix for about 8 mushrooms if using smaller mushrooms.
- Bake: Bake for 10 minutes or until the cheese melts.

<https://www.jocooks.com/recipes/stuffed-portobello-mushrooms/>

### 5. DESSERT: MOLTEN LAVA CAKE

End the evening on a sweet note with a decadent and irresistible molten lava cake. As you cut into the warm cake, a river of gooey chocolate will ooze out, creating a dessert experience that is simply heavenly. Serve it with a scoop of vanilla ice cream or a dollop of whipped cream to complete the indulgence.

#### INGREDIENTS

- 1 stick (4 ounces) unsalted butter, plus more for greasing the ramekins
- 6 ounces bittersweet chocolate, preferably Valrhona
- 2 tablespoons all-purpose flour, plus more for dusting the ramekins
- 2 eggs
- 2 egg yolks
- 1/4 cup sugar
- Pinch of kosher salt

#### INSTRUCTIONS

- Gather the ingredients
- Preheat oven to 450°F. Butter and lightly flour four 6-ounce ramekins. Tap out excess flour. Set the ramekins on a baking sheet.
- In a double boiler, over simmering water, melt butter with chocolate.
- In a medium bowl, beat eggs with egg yolks, sugar, and salt at high speed until thickened and pale.
- Whisk melted chocolate until smooth.
- Quickly fold it into egg mixture, along with the flour.
- Spoon batter into prepared ramekins and bake for 12 minutes, or until sides of cakes are firm but centers are soft.
- Let cakes cool in ramekins for 1 minute, then cover each with an inverted dessert plate. Carefully turn each cake over, let it stand for 10 seconds, and then unmold. Serve immediately.
- The batter can be refrigerated for several hours; bring to room temperature before baking.

<https://www.foodandwine.com/recipes/molten-chocolate-cakes>



Remember, the key to a successful dinner is to infuse it with your love and personal touch. Enjoy this special occasion, and enjoy your evening with joy and memorable moments.



## MARY J. BLIGE

### *A Musical Icon and Her Collaborative Journey with WanMor*

**M**ary J. Blige often hailed as the “Queen of Hip-Hop Soul,” has carved her own niche in the music industry with her powerful voice, soulful performances, and impactful lyrics. Her journey to stardom has been marked by resilience, authenticity, and a unique blend of R&B, hip-hop, and soul influences. In addition to her solo success, Blige has collaborated with various artists and groups, including the lesser-known but talented collective WanMor.

### *MARY J. BLIGE: THE QUEEN OF HIP-HOP SOUL*

Born on January 11, 1971, in The Bronx, New York, Mary Jane Blige grew up in a challenging environment. Her music often reflects the struggles she faced growing up, making her relatable to many listeners. Blige’s breakthrough came with her debut album “What’s the 411?” in 1992, which fused R&B with hip-hop, creating a groundbreaking sound that resonated with a broad audience.

Over the years, Blige has released numerous albums that have garnered critical acclaim and commercial success. Her ability to convey raw emotions through her music has earned her multiple Grammy Awards and secured her status as a living legend in the music industry.

### *THE RISE OF WANMOR*

These talented young men are sons of R&B legend Boyz II Men’s Wanya Morris. WanMor is a quartet of brothers who have competed on Nickelodeon’s music reality for \$250,000, America’s Got Talent, and America’s Most Musical Family, where the group performed New Edition’s song Cool It Now. I had the privilege of watching that video, and I couldn’t stop smiling. I was so proud to hear authentic music again. According to their website, their names are Big Boy, Chulo, Tyvas, and Rocco. They range from ages 12–18.

WanMor’s music is characterized by a fusion of R&B, jazz, and funk, creating a refreshing and innovative sound. The group’s commitment to musical experimentation and ability to seamlessly incorporate various elements into their compositions set them apart in the industry.

### *COLLABORATIVE JOURNEY*

Mary J. Blige and WanMor crossed paths during a period of musical exploration for both parties. Blige, known for her openness to diverse collaborations, saw potential in working with the talented duo. The result was a collaboration that brought together the soulful voice of Blige with the musical prowess of WanMor.

The collaborative efforts between Mary J. Blige and WanMor resulted in tracks showcasing a unique blend of their strengths. Blige’s emotive vocals added depth and soul to WanMor’s eclectic musical arrangements, creating a synergy that resonated with fans of both artists.

### *LEGACY AND IMPACT*

Mary J. Blige continues influencing the music industry with her authenticity, resilience, and undeniable talent. Her collaborations with groups like WanMor demonstrate her willingness to explore new musical territories and contribute to the evolution of sound.

WanMor, although not as mainstream as some other musical acts, has left an indelible mark on the industry with their innovative approach to music. The collaboration with Mary J. Blige stands as a testament to the power of musical diversity and the magic that can happen when artists from different backgrounds come together.

Mary J. Blige’s collaborative journey with WanMor highlights the beauty of artistic fusion and the ability of music to transcend genres. As both continue to make their mark on the music scene, their legacy inspires aspiring artists and reminds them of the transformative power of collaboration in music.



# Next Level You

## Tips on how to get your resume noticed.

By Arielle Pershay

In this article, I will share some tips on how to stand out and get your resume noticed. I have worked as a human resource recruiter for some time now. Before I share some tips, I must say there are times when hiring managers do not know what they are looking for and will change their responsibilities 8xs, which makes the recruiter's job harder. (It gets on my nerves). Please do not be discouraged if you did not get selected for the role or think it's your fault because it is not. Well, with that being said, let's get into this article.

### What should be on your resume?

Starting at the top of your resume should be:

- Your first and last name (center of page)
- email address or address (I encourage you not to put your entire address. Sometimes recruiters will think you live far away from the city where you live).
- Your LinkedIn Link (some or all hiring managers or recruiters go straight to your LinkedIn to review your previous positions. Please update your LinkedIn account). Below is an example of the heading of my resume.

Arielle N. Pershay  
pershayarielle@gmail.com  
<https://www.linkedin.com/in/arielle-pershay-30995543/>  
Cell: 123.456.7890

- Next is your Objective/summary- your objective is a short, summarized sentence of what you accomplished in all your previous roles. Below is an example of what I wrote on my resume objective/summary.
- Under the objective/summary, add Skills/expertise.
- Education (this can also be added at the end underneath your work experience).
- Related work experience.

#### SUMMARY

Dedicated and results-driven Recruiter/ Talent Acquisition Manager with 4+ years of experience in sourcing, Screening, recruiting, and hiring top-tier talent. Proven track record of building and leading high-performing teams to meet organizational goals. Strategic resource with a proven track record of improving match rates and reducing screening time. Proficiency in effectively utilizing ATS and online job boards to drive applicant engagement in technology, administration, agencies, and finance corporate industries.

Now that you understand the critical elements of what should start your resume off. Let's explore examples of an "average" and "top-tier" resumes. A "top tier" resume does not necessarily have to be 9 to 10 years of experience in the field you're going for. Sometimes, some highlighted keys can be on the resume the hiring manager is looking for. For example, Some hiring managers may want someone who has used specific software from all your previous to current roles, maybe if you stayed in the same field or industry from an internship to your current role. College degrees play a factor or a certification in the field you're going for. It can be a pleather of things.

Here is an example of an "Average resume."



Examples of a "Top Tier resume."



This resume Will Not attract any recruiters or hiring managers. This type of resume will not even sit in the company's system. You will get the "thanks for applying to our company. We will not be moving forward with your resume" email so fast. Be sure to add your personality to your resume. Use different wording to make the reader believe you are talking right to them.

The three pictures are examples of some top-tier resumes. Consider it this way: your resume presents your skills, accomplishments, and education. You are drawing the hiring managers in to want to get to know you. Creating your resume for the industry and field you are interested in is very important. Make your resume cohesive.

Most importantly, keep your resume under two pages if you can get it all in one (good luck). Some recruiters and hiring managers do not read a 4-page resume. The reason is that there are probably 200+ candidates in the system that the hiring manager or recruiter must review. As a recruiter, if I receive a 4-page resume, I will likely not read it. Make sure your detailed resume shows somewhat of your personality in your wording. Your objective sums up your drive, experience, passion, and accomplishments.



We are at the end of how to create a solid and effective resume. As a reminder, when sending out resumes, there is a chance that a company will reject your resume. However, be not discouraged. There is a yes out there with your name on it.

You've got this!



## ARIELLE PERSHAY

FIT FOR ME: 30-DAY CHALLENGE.

Hello, beautiful people! I am back with another fantastic article to help us to stay healthy. This article will be strictly for the Ladies. I need all the women to come to the front. Now that we are in the new year of 2024, I am sure that we are all trying to cancel our old behavior. Right? Well, I have a challenge for you. This year, for me, is to overcome anything that tries to pull me backward. Challenges always try to break us, but instead, they make us stronger. I would love to challenge you in a 30-day challenge workout. Below are some benefits of doing 30-day workouts. These will be for beginners. Are you ready? Let's get it!

Ladies, this challenge is for you. Remember to do it at your own pace. If you have any medical issues, please get confirmation from your doctor before you start this challenge. Safety first!

### WHY ARE 30-DAY CHALLENGES IMPORTANT?

#### 1. Increased fitness:

A 30-day challenge provides a structured workout plan that targets various muscle groups and improves overall fitness. Consistently following the challenge can increase strength, endurance, and flexibility.

#### 2. Weight loss:

The combination of regular exercise and healthy eating can help women achieve their weight loss goals. The challenging workout can be designed to incorporate cardio exercises, which are effective in burning calories and shedding unwanted pounds.

#### 3. Improved mood and mental well-being:

Exercise releases endorphins, the feel-good hormones, which can improve mood and reduce stress and anxiety. Participating in a 30-day challenge workout can boost mental well-being and provide a sense of accomplishment.

#### 4. Increased energy levels:

Regular physical activity can boost energy levels and combat fatigue. A 30-day challenge workout can help women feel more energized throughout the day and improve overall productivity.

#### 5. Enhanced body toning and muscle definition:

The challenge workout can include exercises that target specific muscle groups, resulting in improved body toning and muscle definition. This can help women achieve a leaner and more sculpted physique.

#### 6. Accountability and motivation:

Joining a 30-day challenge can provide a sense of accountability and motivation. The challenge often involves a community or support system, which can help women stay on track and achieve their fitness goals. Consider a healthcare professional before starting any new exercise program, especially if you have any underlying health conditions.

| joyful healthy EATS<br>JOYFULHEALTHYEATS.COM                                     |                                                                                  |                                                               |                                                                 |                                                                                     | 30 DAY FULL BODY CHALLENGE<br>NO EQUIPMENT REQUIRED |
|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------------------------------------|
| 1<br>10 squats<br>10 push-ups<br>10 sit-ups                                      | 2<br>10 jumping squats<br>10 tricep dips<br>20 sec plank                         | 3<br>10 mountain climbers<br>10 push-ups<br>10 russian twists | 4<br>ACTIVE RECOVERY<br>easy walk/jog                           | 5<br>10 curtsy lunges<br>10 tricep dips<br>10 hip bridges<br>10 reverse sit-ups     |                                                     |
| 6<br>20 squats<br>20 push-ups<br>20 sit-ups                                      | 7<br>ACTIVE RECOVERY<br>easy walk/jog                                            | 8<br>20 jumping squats<br>20 tricep dips<br>30 sec plank      | 9<br>20 mountain climbers<br>20 push-ups<br>20 russian twists   | 10<br>20 curtsy lunges<br>20 tricep dips<br>20 hip bridges<br>20 reverse sit-ups    |                                                     |
| 11<br>ACTIVE RECOVERY<br>easy walk/jog                                           | 12<br>30 squats<br>30 push-ups<br>30 sit-ups                                     | 13<br>30 jumping squats<br>30 tricep dips<br>45 sec plank     | 14<br>ACTIVE RECOVERY<br>easy walk/jog                          | 15<br>30 mountain climbers<br>30 push-ups<br>30 russian twists                      |                                                     |
| 16<br>30 curtsy lunges<br>30 tricep dips<br>30 hip bridges<br>30 reverse sit-ups | 17<br>40 squats<br>40 push-ups<br>40 sit-ups                                     | 18<br>ACTIVE RECOVERY<br>easy walk/jog                        | 19<br>40 jumping squats<br>40 tricep dips<br>1 min plank        | 20<br>40 mountain climbers<br>40 push-ups<br>40 russian twists                      |                                                     |
| 21<br>ACTIVE RECOVERY<br>easy walk/jog                                           | 22<br>40 curtsy lunges<br>40 tricep dips<br>40 hip bridges<br>40 reverse sit-ups | 23<br>50 squats<br>50 push-ups<br>50 sit-ups                  | 24<br>50 jumping squats<br>50 tricep dips<br>1 min 15 sec plank | 25<br>ACTIVE RECOVERY<br>easy walk/jog                                              |                                                     |
| 26<br>50 mountain climbers<br>50 push-ups<br>50 russian twists                   | 27<br>50 curtsy lunges<br>50 tricep dips<br>50 hip bridges<br>50 reverse sit-ups | 28<br>ACTIVE RECOVERY<br>easy walk/jog                        | 29<br>75 squats<br>75 push-ups<br>75 sit-ups<br>2 min plank     | 30<br>75 curtsy lunges<br>75 russian twists<br>75 hip bridges<br>75 reverse sit-ups |                                                     |

PHOTO CREDIT FROM THE WEBSITE: [HTTPS://WWW.JOYFULHEALTHYEATS.COM/FULL-BODY-30-DAY-WORKOUT-CHALLENGE/](https://www.joyfulhealtyeats.com/full-body-30-day-workout-challenge/)

The benefits are beneficial. Ladies, let's put this work in! I hope this article was insightful and encouraged you to continue to be the beautiful person you are.

# The Complete Business Guide

This book is designed to provide practical advice and actionable steps to help you navigate the world of entrepreneurship, regardless of your age, gender, or experience.



# A DIFFERENT TYPE OF CHURCH GIRL

**NOW AVAILABLE  
ON AMAZON.**

“

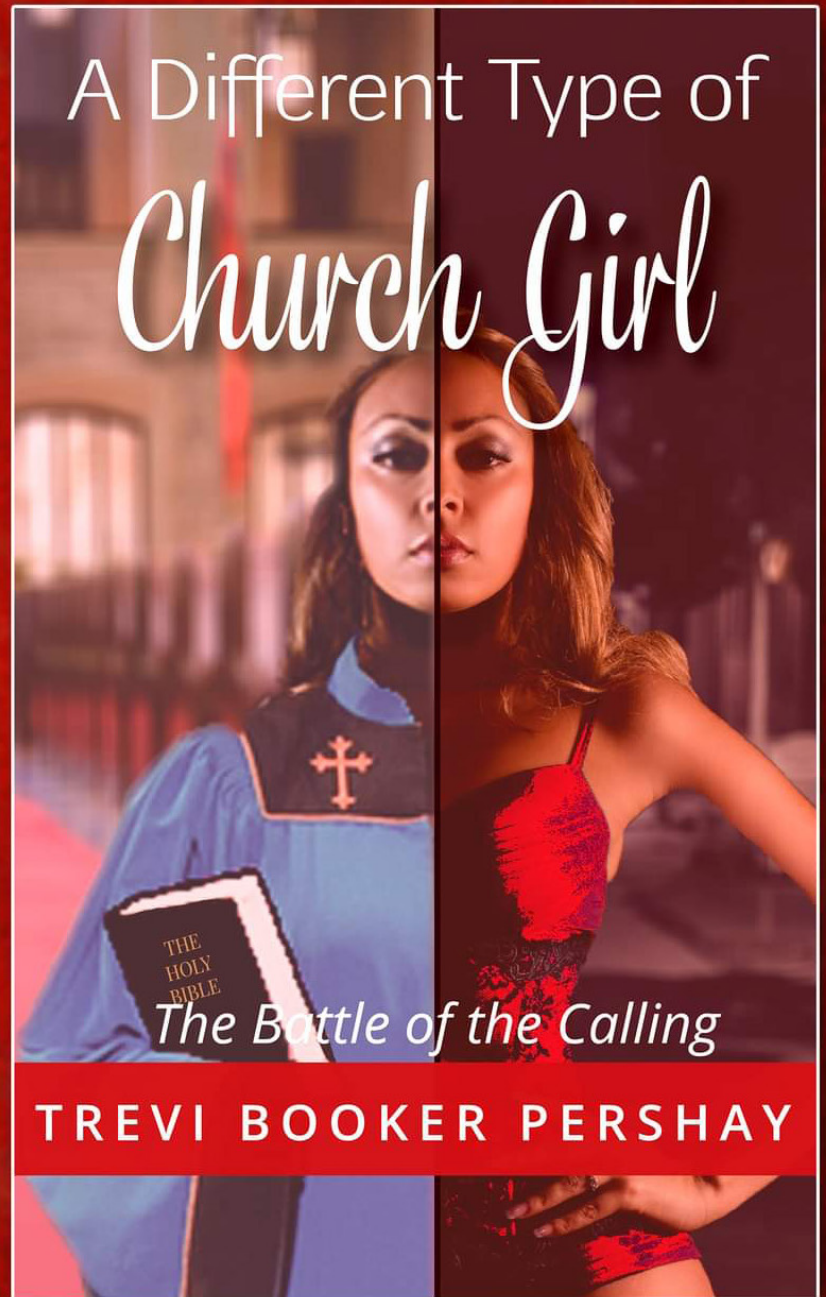
**TENNIELLE JONES**

*"THIS BOOK IS ABSOLUTELY POWERFUL!  
PAINTS A STORY THAT IS SO RELATABLE  
ON ANY LEVEL ! JAW DROPPING AND YOU  
WONT WANT TO PUT THE BOOK DOWN  
OR FOR IT TO END!! A MUST READ"*

**RACHEL BALDWIN**

*"I read this book in one sitting...that's how  
good it was! I just could not put it down! It  
was more of a short story to me....but it was  
soooo full!  
I loved everything about this book, but most  
of all I loved the JESUS in this book!!!! Awe-  
some job! U knocked it out the park! Will  
definitely be on the lookout for more books  
by this author!"*

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