

Press Kit

Bio

Speaker Topics

*The It Girl Rules: It's
Getting Haute In Here*
Book Reviews

NEW BOOK
*The It Girl Rules: Get
Hired & Stay Hired*

**Partial Client List &
Testimonials**

Media Coverage

Contact Details



TAMIKA NURSE

IMAGE CONSULTANT | CAREER STRATEGIST | SPEAKER | AUTHOR

More Information or Booking Inquiries : (312) 725-6934 | pr@itgirlrules.com | itgirlrules.com

Bio

Tamika Nurse is a dual-degreed business woman, author, image consultant, career strategist, and graduate school professor, with almost 20 years of experience in Corporate America. From financial services to consumer products to nonprofit, her accounting, finance and marketing skills have been leveraged at several Fortune 100 corporations as well as privately held companies. To that end, she has coached many on how to effectively manage their own careers.

Tamika's marketing background in the apparel industry includes the successful launch of a nationwide clothing brand in over 400 retail outlets and at New York's Fashion Week. Her passion for fashion has not only permeated her professional world, but also her personal life. A self-professed shopaholic-in-remission, Tamika began to feed her insatiable appetite for fashion when she got her first summer job as a teenager in New York City. Over the years, her aesthetic was influenced by time spent in London and Paris as well as a brief encounter with the modeling and the pageant world. Her mother and grandmothers have also greatly influenced Tamika's fashionable point of view, which continues to take shape and evolve.

As CEO of It Girl Industries and author of *The It Girl Rules* series, Tamika's mission is to be of service to women of all ages, who are already fabulous but need a little motivation to get to their next level – whatever that may be.



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Sample Topics

Dressing For Success

- The Power & Importance Of First Impressions
- Appearance Do's & Don'ts
- Fundamental Elements Of A Professional Wardrobe
- Fit & Tailoring - The Facts & The Myths

Career Readiness

- Job Search Strategies
- Interview Preparation & The Interview Process
- Post Interview Protocols & Offer Evaluation
- Corporate Conduct – How To Position Yourself For Success

Business Etiquette

- Business Meetings, Interviews, Networking, & Career Fairs
- Rules for Handshakes, Punctuality, & Exchanging Business Cards; etc.
- Etiquette in Virtual Communications, including Social Media
- Protocols in Multi-national Organizations/ International Relations

Personal Branding

- Personal Branding Basics - Importance & Fundamentals
- Lessons Learned from Famous Personal Brands
- How to Leverage Personal Branding for Career Success
- Impact of Social Media - Pros & Cons



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The It Girl Rules: It's Getting Haute In Here Book Reviews

The It Girl Rules is well written and provides essential tips and tricks in a way that is not scolding...more like seeking advice from a savvy friend you can trust to tell it like it is without judgment. It's an easy read and I found myself saying "guilty" on a few occasions where I'd violated the Rules - which prompted me to start a closet purge this evening! Overall, a great addition to any It Girl's library! – **Sarah B**

The It Girl Rules provides a great blue print for females who are unsure, or just want to confirm that their issues are not only "theirs". This book goes the extra mile by letting all females know that all of us, while different, experience the same issues on our road to being "it". I found the writing style and the words to be very encouraging, and most importantly TRUE!!! Great job, Tamika!! – **Steph R**

The It Girl Rules is full of quick tips to help women, young and old alike transform their appearance from unsure to I think I got it, to self-assured and I know what I'm doing in defining and presenting their personal fashion style. A very easy and quick read, there is something for all to take away and adopt into their personal style journey. Embracing color, the importance of a tailor, and the importance of fit are my favorite tips! I look forward to seeing what else makes for "It Girl Rules!" – **Sandra D**

See [amazon.com](https://www.amazon.com) to view additional reviews & to purchase this (e)book .



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NEW BOOK

The It Girl Rules: Get Hired & Stay Hired

*Tips on Navigating
Your Corporate Career*



TAMIKA NURSE

The It Girl Rules: Get Hired & Stay Hired reveals the keys to success for women who aspire to enter and ascend through the ranks of Corporate America. In this book, readers will discover an invaluable roadmap for the shortest path between “Hello” and “You’re Hired” as well as effective strategies for job hunting, networking, positioning yourself for promotion, handling a bad manager, transitioning between jobs, and much more!

Paperback books can be purchased on [amazon.com](https://www.amazon.com) .

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Partial Client List | Testimonials



We can't thank you enough for your time and dedication to the girls last week. We all enjoyed the presentation and the students gained very helpful information, I even took a few notes myself.

Alissandra Calderon
Senior Operations Manager
Junior Achievement

Tamika provided my students with practical tools to make the best first impression during interviews – from appearance to demeanor to handshakes. She also highlighted the importance of tightly controlled social media accounts since recruiters screen the public profiles of their candidates. Overall, the workshop was very enjoyable, engaging, and chockfull of helpful information to prepare them for the job market. Several of my students wanted to know when she was coming back.

Dr. Beverly Carnes-Lowe
Professor
East-West University

Ms. Nurse facilitated a humorous and interactive presentation that was as engaging as it was educational. She shared her pearls of wisdom for male and female students in a way that allowed them to absorb the advice without taking offense to advice that sometimes conflicted with what they had been accustomed to in their native countries.

Tyler Converse
President, Simon Women in Business
University of Rochester

Tamika Nurse provided an outstanding workshop to our girls in Ladies of Virtue. She spoke about the importance of dressing for success and gave our girls tips on how to deliver their elevator pitch and networking successfully. Tamika's workshop was thoughtful, interactive and fun! I would definitely bring Tamika back to present again to our group.

Jamila M. Trimuel
Founder / Executive Director
Ladies of Virtue

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