Nikkia McClain, in her former career, worked as a very successful real estate agent in which she managed million-dollar properties. After several years of helping clients realize their real estate dreams, Nikkia wanted to explore other opportunities aligned with her personal goals to pursue a marketing and public relations career — a very bold decision given Nikkia had no background in the two fields. She established her marketing and public relations firm, TENÉ NÍCOLE, and she immediately put her knowledge and creative skills to work, carving out her path to success.

Nikkia has raised conversation and opportunities for clients and garnered key relationships to enhance their publicity via television, magazine, and radio. Her efforts continue to maximize the exposure clients receive nationally and internationally.

Since pursuing her dream of building her well-known, recognized brand, she has experienced tremendous success. Black Enterprise Magazine touted her as a PR maven, and in 2020 PR News honored her as "Top Women In PR." Her firm has represented a roster of past and current clients, including Fortune 500 and Inc 5000 companies and notable multi-million dollar brands.

Nikkia is a powerhouse in her own right and executes public relations initiatives at the highest capacity. She's strategic, creative, savvy, generous, and extremely resourceful. She has successfully leveraged her expertise and network to produce top-notch campaigns and practical projects for her clients. Additionally, her clients have been featured on The Wendy Williams Show, The Real, NBC, ABC, FOX, TMZ, BOLD TV, Sister Circle TV, The Steve Harvey Show; The Breakfast Club, Hot 97; and numerous print/digital outlets including ESSENCE, OK!, Life and Style, Wall Street Journal, New York Times and Forbes, to name a few.

Nikkis also founded Support Your Girlfriends, an initiative that builds a community to support professional women tired of not having a seat at the table. The organization's mantra is: create your table and set a precedent for how the support of women should be! There are three concepts under the #SupportYourGirlfriends initiative: SupportHER, Pow(H)er, and CelebrateHER.

Nikkia's latest endeavor includes taking Tene Nicole, Marketing and Public Relations to new heights with the recent launch of the Tene Nicole Creative Agency. In addition, she recently became a new author with her first how-to book, "*DIYPR: Why Hire A Publicist When You Can Do It Yourself!*" and her online program's launch DIYPR Become The Source. Nikkia's book and platform equip beginning publicists, entrepreneurs, and small business owners, with critical information, including how-to: discover and develop a brand, identify a target media audience, create and nurture relationships, learn how and when to pitch themselves/their brand, and so much more.

Lastly, she holds a Masters's in Strategic Public Relations for George Washington University and is currently studying to gain a Ph.D. in Marketing from Walden University.

Nikkia is married to Roy McClain and the mother of four charismatic children, Taasheim, Kimara, Kyla, and Tyr.