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DJ Nickiee

December 1, 2009 by Anitra Terrell

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Filed under Music



(Photo: www.djnickiee.com)

The Many Sides of DJ Nickiee

Lawyer, publicist, entrepreneur, DJ, great cook: titles that describe Nickie Robinson, known in the music industry as DJ Nickiee. I had the pleasure of chatting with her recently about: who she is, where she has been and where she wants to be.

Who she is:

DJ Nickiee defines herself as, "focused, and consistent." She isn't afraid to take matters into her own hands and believes that, "you have to go out and create your own opportunities." DJ Nickiee's convictions and professionalism come in part from her earning a Bachelor's of Arts in Economics from New York University and a Juris Doctorate from the University of Denver. While attending NYU, the LA native frequently visited radio station 98.1 and studied resident DJs Mayhem and Riz. She was instantly drawn to the New York hip hop scene but knew females weren't taken seriously. Instead of giving up she went back to the lab, honed her skills, and built her knowledge of music. A strong educational background mixed with a passion for music (thanks to her mother's extensive vinyl and eight track collection) gives the impression that becoming a DJ was a natural transition for her. Not the case, Being a DJ was not her first career choice.

Where she has been:

After completing school, DJ Nickiee worked as a lawyer on Wall Street for several years but her true passion kept calling. She eventually left Wall Street, pursued DJ'ing full time and hasn't looked back since. "DJ'ing is my therapy, an outlet," she explains. DJ Nickiee has rocked clubs in New York, Los Angeles, and Europe and has graced some of the hottest venues such as the 40/40 club, Origine, Ivar, Madison and Club Passage. She has spun at special events in entertainment and media such as Kanye West's Platinum Party, Erykah Badu Concert After-Party, Soft & Beautiful Skincare Fashion Show, Simon and Shuster's "Marvelous World" Book Release Party, and the Ghost Ball for the non-profit organization, Safe Horizon. Aside from spinning on the ones and twos, DJ Nickiee is the writer and producer of Rock the Party, is the official DJ for Fulani Clothing located in Vienna, Austria, and the co-founder of a female DJ crew called "Miss DJs". (www.djnickiee.com)

This triple threat got in to publicity from a negative experience with a former publicist. That experience brought about the creation of her own PR firm, *Good Girl PR* which is a year old. DJ Nickiee enjoys the flexibility that comes with running her own company and seeing the fruits of her labor. One of her most significant clients is Jane Carter of Jane Carter Solutions a natural hair care company

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(www.janecartersolution.com). Other *Good Girl PR* projects include: the firm's website launch party in January, projects with the Super bowl, Grammy's and a Woman in the Industry event in March. This self proclaimed go getter admits focusing on her business has prevented her from DJ'ing as much but promises to get back behind the turntables more in the New Year.

Where she wants to be:

Fresh off of touring with Wu Tang Clan member Ghost face, DJ Nickiee is constantly running but is taking the next six weeks off to practice yoga, read and build the infrastructure of her business. She also plans to spend a week of that time relaxing in Brazil. When asked how she achieves a work life balance she shared, "My business persona is different from my true self. For example, I'll be a hard ass, then practice yoga and chill with friends. I'm actually a softie and make lunch for my staff every Thursday. It's necessary in this business to not show weakness or you will be taken advantage of."

Interestingly, the individuals who inspire The Princess of Techniques (a nickname she goes by) aren't legendary hip hop artists or other DJ's. DJ Nickiee finds inspiration in those who build things from the ground up, break glass ceilings, and or make a difference in the lives of others. She also credits her family with keeping her grounded stating, "People who are consistent and exhibit integrity are impressive."

DJ Nickiee and I talked about music, education, and business so it was time to have a little fun. When asked, what three things she couldn't live without her answers were: Blackberry, Mac computer, and Radio. Realizing her answers were somewhat cold she laughed and asked if she could create a second list which would include: good food, love, and positive energy. Next I asked what influential person (living or dead) you would most want to book you. Her answers were Oprah and Michael Jackson. Enough said.

The interview wrapped up with us discussing her getting into more types of music like electronic and 80's tracks and wanting to give her future children the best possible life when the time comes. Nickie Robinson is genuine, down to earth, a true hip hop head and a no nonsense business women. There are many sides to this successful DJ who admits to not being perfect but being really happy stating, "You have to surround yourself with positive people who don't drain your energy." I'm sure she will continue to transform herself and her business and I look forward to what she manifests in the music industry.



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