

Dr. Rashae K. Barnes

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It takes determination, drive and motivation to decide that you want to work for yourself and be able to provide generational wealth for your family. Dr. Rashae K. Barnes has all of that and more as an educator turned publicist and entrepreneur.

Dr. Barnes started her career as an educator, received her doctorates and taught for ten years. During this time she was consistently working in media as a freelancer and intern. She was a media rep for Def Jam and Viacom and worked the BET and Soul Train awards. When she became a mother she decided to focus solely on her media career and pursued it full time.

She is now the VP of Marketing and Communications for Trina's, Rockstarr Music Group, and a CEO of her own PR Firm, Barnes Media Group. She represents multiple brands and celebrities including Hype Hair Magazine, Pretty Vee (from Wild n' Out), Sky (from Black Ink) and many more. She has also founded her own spice company, Expensive Taste Spice Blends. There are four specially curated spice blends with names like "Lavish Lemon Pepper" and "Cash Me Out Cajun". The line is expanding to wellness blends including Apple Cider Vinegar Gummies and Weight Loss Drops. The idea for the blends came from her love of cooking and getting the perfect taste.

Dr. Barnes does not stop there. She is building a brand for her two-year old daughter, Amaya. Amaya has two children's books coming out with an emphasis on Black culture. Also a YouTube channel that will contain children's nursery rhymes and songs with inclusivity of different cultures.

"I can't pass down a job to my daughter, but I can create companies that I can pass down. I want to get to a point where she has options." Dr. Barnes says on the importance of generational wealth.

Her ability to consistently work on her craft and pursue her dreams is admirable. Becoming a mother made her want to have the flexibility of an entrepreneur. What is the key to her success?

"Focus on yourself, comparison is the thief of joy. Stay consistent! it may be hard financially in the beginning when you take that jump, but you don't want to look back ten years later and have regrets."

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