

Member Spotlight

Nicole Vikhlyantsev
Leading the Web, Inc.



I'm originally from Boston Massachusetts and lived there for about 25 years before moving to Florida. I've been in Florida for almost 20 years now. I came to Florida on a whim with some friends who were also in between jobs at the time. First we went to Jacksonville but decided it was too cold. Next we went to Orlando but decided we wanted to be near the ocean. That brought us to Saint Petersburg. Eventually I made my way to the "other side of the bridge" and now live in Riverview. I'm married to Anatoly, a great guy and a great friend. I love art and like to draw or paint when I have time. I love design as well. I also like to pretend I can sing and play the keyboards.

Leading the Web, Inc. was founded in 2003 and is a full service design and marketing company. I design logos, business cards, marketing materials and websites. Leading the Web also offers marketing services including helping people to create and implement their marketing strategy, particularly helping folks to meet their business goals through internet solutions. Our customers say my strengths are business knowledge, patience, price and value. Many customers have said they chose me because in addition to a design background I could help them with business advice. I've worked with several large corporations, managed a variety of businesses and owned several small businesses over the years. As a result, I see my customers as needing business solutions, not simply websites. I am committed to bringing as much value to every transaction as possible. We have a very competitive edge in terms of pricing our products and services and I constantly shop for the best value and use the collective bargaining power of my customer base to get my customers the best value possible.

A good referral is any business looking for media related help; web design, hosting, domain registration, online marketing demos, office automation or improving efficiencies. Our phone number is 800-589-0550. Our website is www.leadingtheweb.com and our e-mail is support@leadingtheweb.com

I joined the Riverview Chamber because I wanted to make myself available to local businesses. I didn't know much about the chamber when I joined. I've since learned that they are a great group of people who work very hard to make a difference in the community. Both Chamber staff and members are highly involved in the community and constantly lending a hand even while their own schedule is as busy as can be. I hope they are as proud of their achievements as I am! I appreciate the way that members reach out to a new person and always do everything they can to make them feel welcome. I attend Thursday morning meetings when I can, work on the Riverview Chamber website and newsletter and try to pitch in where I can. I am also a member of the Ruskin Chamber, South Hillsborough Executive Women, SouthShore American Business Women's Association, American Society for Training and Development, International Webmasters Association, HTML Writers Guild and a former member of Public Relations Society of America. I also have provided services for several local and national non-profit organizations.

I'm glad to be a member of the Riverview Chamber wish all local businesses the very best of successes.

LW
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