



Community **Maplewood** South Orange

SOMA Spotlight: Business Owner, Content Creator Nubia DuVall Wilson

By [villagegreennj](#) Feb-21-2020



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How long have you been part of the SOMA community?

Nine years this year! We moved to South Orange in Nov 2011.

SOMA or MapSO?

SOMA

What do you do?

I own and manage my own public relations and marketing firm called [Cielo Consulting](#), which specializes in people, places and products in the lifestyle space. I am also a published author and content creator—currently I am pitching a TV pilot series inspired by my novella [The Survivors Club](#).

Why do you live here?

My husband Chris and I moved to South Orange to raise a family. We moved here sans kids because I was adamant about having space to actually put a baby, as our 450-square-foot apartment on the Upper East Side was not going to work! One of Chris's close friends in college grew up in Maplewood, so he knew it was a good option and close to the city. We looked at about four homes in Maplewood and one in South Orange—we fell in love with the South Orange home and here we are!

Which book are you reading right now?

I was an English major in college, so I love deep, thought-provoking literature. I am currently reading Czech writer Milan Kundera's book of short stories, *Laughable Loves*. Kundera is known for his book, *The Unbearable Lightness of Being*, which was turned into a movie with Daniel Day-Lewis. Before that I read Octavia Butler's *Kindred*. Both of these books were written about 50 years ago!

How do you contribute to your community?

Contributing to my community is very important to me. Lately my mission has been to speak openly to the public about surviving sexual abuse and what the road to heal looks like. Through the sale of my novella *The Survivors Club*, I give back to two nonprofits supporting and protecting children who have been abused: [New York Center for Children](#) and [Stop Child Predators](#).

In December 2019, I visited teens at the Elizabeth-based Trinitas Regional Medical Center's New Point Specialty facility, which serves adolescents with severe behavioral and emotional disturbances. Many of them have PTSD, like me, and I was invited to talk to them about how I am dealing with my past traumas as I learn to thrive as an adult, business owner, mother and wife. I also volunteer as a speaker for college students at Medgar Evers College in Brooklyn by hosting workshops to educate them on networking, creating a professional online presence and creating content.

What's your favorite dessert in SOMA?

I don't have a big sweet tooth, but when I am in the mood for dessert, I love the baklava and the halva tahini brownies at [Jackie and Son!](#)

What's your favorite place to shop in SOMA?

I enjoy shopping at [Fitting Room Gala](#) on South Orange Avenue, near [Elitist Coffee](#). Owner Nikia Bomar has a fabulous eye for fashion and what looks good on different body types. She has picked some great outfits for me and they are chic items you don't see everywhere, which I appreciate.

Which SOMA store has the best overhead music?

I think it is a tie between [Yoni Kreger](#) hair salon and [D&I Fitness](#) for the best mix of music! Both of these places are high energy with great staff (shout outs to stylists Robyn, Kimmy and Terrell!), and I love feeling like I am part of their extended family as a customer. I once told Yoni that I prefer herbal tea because I avoid caffeinated beverages typically and that I was disappointed they hadn't stocked any for weeks. On my next visit, Yoni had a huge selection of herbal teas for me to pick from! That's great customer service.

What's your favorite place to go on Saturday morning?

Now I am going to sound like an old lady, but my Saturday mornings have been at the [South Orange Chiropractic Center!](#) I have scoliosis and I have been going to them for about two years now and it has changed my life. My back pain has decreased to almost none at all; I typically go Saturdays because the work week is hectic. They really care about my overall health, as well, which I appreciate.

What is your favorite place to find a parking space in Maplewood and South Orange Village?

For Maplewood, anywhere since their downtown is so wonderful with free parking for limited hours. I am not saying my favorite parking lot in South Orange because it is one people often forget about and I am keeping that a secret! I also Lyft and walk to South Orange a lot these days (I do the monthly Lyft membership to get 15% off all my rides), so my preference lately has been to leave the car at home.

Have you ever seen the SOMA fox? Is it scary or awesome?

I haven't seen the fox, but I have seen wild turkeys inside the Ashley Market parking garage (on top of a car) and in my backyard!

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