



NIKKI RUTLEDGE

CHIEF EXECUTIVE OFFICER
MARKETING & COMMUNICATIONS
WRITER & EDITOR

CONTACT

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SUMMARY

CEO of Moonlight & Mindfulness with multi-faceted background in writing, editing, marketing, graphic design, social media management, and education. I was formerly the Assistant Director for Marketing at Boston University's Kilachand Honors College. I enjoy acquiring new skills and utilizing my knowledge across a vast array of disciplines.

SKILLS

- Microsoft Office Suite (Word, Powerpoint, Excel, Publisher)
- Social Media Management
- Copyediting
- Design Programs like Canva & Mailchimp
- Web content development
- Blogging: Wordpress, Wix, Weebly
- Persuasive & Creative Writing

CERTIFICATIONS

- Meditation Practitioner & Teacher
- Crystal Energy Healer

AWARDS

Journalism and Professional Writing Award
University of Massachusetts Lowell
May 2014

EDUCATION

MASTER OF EDUCATION

Higher Education Administration

BOSTON UNIVERSITY | 2017 - 2018
GPA: 4.0

BACHELOR OF ARTS

English Journalism & Professional Writing

UNIVERSITY OF MASSACHUSETTS LOWELL | 2010 - 2014
MAGNA CUM LAUDE

EXPERIENCE

CHIEF EXECUTIVE OFFICER

MOONLIGHT & MINDFULNESS
APRIL 2020 - PRESENT

- Founder of a small business specializing in holistic healing and handmade metaphysical items
- Design and maintain our website and all social media outlets
- Create all content for our social media platforms and managed to reach 10,000 Instagram followers in just over a year
- Leader of various workshops and events including Moon Circles, Shadow Work, and Crystal Healing

ASSISTANT DIRECTOR FOR MARKETING

BOSTON UNIVERSITY, KILACHAND HONORS COLLEGE
SEPT 2016 - JANUARY 2021

- Promoted from Administrative Assistant after displaying my graphic design talents and taking initiative on a myriad of projects
- Develop all marketing materials such as posters, brochures, and programs for all upcoming events and conferences
- Manage branding and advertising efforts for prospective student recruitment through print and digital media
- Oversee and update our website through Wordpress as well as maintain all of our social media accounts

SPORTS MARKETING ASSISTANT

ENTERCOM, WEEI RED SOX RADIO
JUNE 2014 - SEPT 2016

- Promoted after being a Street Team member for six months
- Created and edited marketing campaigns for a multitude of clients
- Supported account managers in various tasks such as pulling air checks and generating creative sales campaigns for clients

ASSOCIATE NEWS EDITOR

GANNET, CAPTIVATE NETWORK
JAN 2013 - JUNE 2014

- Promoted to paid position after completing an editorial internship
- Developed digital news screens via journalistic research and CRM platform to provide target audiences with concise news stories

COMMUNITY ENGAGEMENT

PROFESSIONAL DEVELOPMENT SEMINAR LEADER

BOSTON UNIVERSITY | NOV 2018 - DECEMBER 2020

Facilitated and led seminars as part of Boston University's "Personal & Professional Development Series" to prep students for job interviews