



# Nicole Ruskell

## Communications Specialist

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Originally from California, I have over 15 years of experience in academic publishing and editorial management. Since 2015, I have worked as a journalist and editor of lifestyle magazines in France and Monaco, building a substantial network with local press, municipalities, schools, businesses, and the tourism and MICE event industries. I have travelled extensively and lived in several countries, so I enjoy working with people from different cultures. I speak French and Italian and I thrive in a varied and challenging work environment.

## Skills & Competencies

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- Communication specialist across multiple channels: print, websites, email marketing, social media, podcasts, video creation, etc.
- Creative content writer for journalistic, marketing and academic styles: skilled at storytelling.
- Able to simplify complex information into easily readable material.
- Efficient project manager and editorial planner for short and long-term deadlines.
- Work well autonomously and within teams; enjoy collaborating and brainstorming ideas for more successful outcomes.
- Skilled in luxury translation from French and Italian to English which requires rewriting the text for continuity and flow.
- Manage multiple websites with SEO for greater visibility, social media accounts & and digital marketing campaigns.
- Cultivate excellent client and partner relationships, especially within the luxury sector; experienced working with HNWIs.
- Attentive listener, trained interviewer and skilled mediator; resolve conflict quickly, peacefully and positively and strive for a drama-free environment.
- Entrepreneurial spirit and always full of creative ideas

## Education

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- **SKEMA Business School - French Language Certification C1, 2022**
- **Academy of Culinary Nutrition, 2016**  
Certificate Culinary Nutrition Expert
- **University of Sheffield - Master in Journalism, with Merit, 2015**  
Modules included NCTJ-accredited news and feature writing, UK media law and public affairs, propaganda, multi-media production and video editing.
- **University of Wisconsin, Stevens Point - BA in Art & Design, 2006**
- **Université de Marseille II - Aix-en-Provence, 2002**  
French languages course

## Contact

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**CÔTE d'AZUR**  
FRANCE

Ambassador of  
the Côte d'Azur

## Languages

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- English (Native)
- French (Certified C1)
- Italian (Fluent)

## Character

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- Trustworthy
- Enthusiastic
- Reliable
- Curious
- Diligent
- Cooperative

## Affiliations

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- CM06 Club de Presse
- Riviera Business Club
- Skål International Côte d'Azur
- CCI Italien de Nice

## Software

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- Microsoft Office, Adobe and Google Packs
- Canva, Meta Business
- InDesign, Quark Express, AVID & Final Cut Pro
- Notion, Trello, Asana, Slack
- Wordpress, PHP

## Websites

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- [BonVivantmag.com](http://BonVivantmag.com)
- [NicoleRuskell.com](http://NicoleRuskell.com)
- [BonVivantMedia.com](http://BonVivantMedia.com)
- [TheNourishReport.com](http://TheNourishReport.com)
- [AcademicPublishing.co](http://AcademicPublishing.co)

## PUBLISHED IN

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- Italy Magazine
- Riviera Times
- Dolce Design
- Hello Monaco
- Riviera Insider
- Monaco Economie
- Oxford University Press
- Cambridge University Press
- Brill:  
[www.nicoleruskell.com/portfolio](http://www.nicoleruskell.com/portfolio) to view articles.

## References

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- [Petra Hall](#), Founder of "Riviera Insider" and "Riviera Zeit"
- [Emilie Boyom](#), Regional Director for the Big Perf Festival

## Experience

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### May 2022 - Present

#### Founder, **Bon Vivant Media - Cannes**

- Running an international communications agency start-up, offering brand communications, corporate translations and storytelling.
- Created [Bon Vivant Mag](#), a luxury lifestyle website covering art, culture, fashion, gastronomy, and business portraits for the PR.
- In its first year, the mag audience grew 1,800%, Google search by 20,000% and accreditation was granted for the Cannes Film Festival and Cannes Lions.

### September 2018 - December 2021

#### Editor-in-Chief, "Riviera Insider" - Biot

- In charge of all editorial content: calendar planning, content, interviewing, and writing of a luxury lifestyle magazine for the international community.
- Wrote features, news stories, and marketing advertorials and created weekly newsletters.
- Managed the social media accounts, the online magazine and a team of freelance copywriters and interns.
- Represented the magazine at press conferences, galas and special events for networking and PR.

### September 2016 - August 2018

#### Freelance Journalist, Nice area

- Wrote for several journals and magazines in Italy, Monaco & UK.
- Assisted with the launch of the Monaco-based "Hello Monaco" website from Russian into English, and the launch of the print magazine, editing the first 3 issues and writing the "Monaco Words of Wisdom" articles based on interviews with VIP residents.

### December 2009 - October 2017

#### Editorial Director, **Academic Publishing, Inc. - USA**

- Developed editorial content and planning for academic journals.
- Edited, formatted, and prepared references for Crossref DOIs.
- Managed international scholars to stay on track for deadlines.
- Attended academic conferences network with scholars.
- Creation and management of the company website:  
[www.academicpublishing.co](http://www.academicpublishing.co)

### February 2007 - May 2009

#### Office manager, **Medical clinic - Los Angeles, CA**

- Managed a medical clinic and the schedules for four practitioners.
- Managed invoicing and accounting for over 300 accounts and implemented an online billing system that reduced insurance payment times by 50%.
- Created organisational systems to better manage patient records, account statements and inventory.