

Osayame Evbuowman

Brooklyn, New York | (580) 917-1551 | Osayame.m.e@gmail.com | [Osayame Evbuomwan LinkedIn](#)

EDUCATION

Louisiana State University (LSU), Baton Rouge, LA

Bachelor of Arts in Mass Communications | Public Relations | 3.6/4.0 GPA

Extracurriculars: Public Relations Student Society of America, African Student Organization, National Council of Negro Women, Companion Animal Alliance Volunteer

Academic Honors: Dean's List - Fall 2022- Fall 2025

Baton Rouge Economic & Agricultural Development Alliance

January 2026-Present

Marketing & Communications Intern

Baton Rouge, LA

- Coordinated press outreach and media logistics for the grand reopening of a local food hall, supporting event planning, vendor communication, and on-site execution to drive community attendance and brand visibility
- Launched and manage two nonprofit social media platforms (@mainstreetmarket_br and @riverandrootsmarket), developing content calendars, creating branded visuals, and increasing digital engagement and audience growth
- Design promotional graphics and marketing materials using brand guidelines to support events, partnerships, and community programming across digital and print platforms
- Developed a comprehensive Board Member Manual to streamline onboarding, clarify organizational structure, and enhance communication between leadership and stakeholders

Tiger Life, LSU Athletics Department

August 2023-Present

Marketing & Communications Student Worker

Baton Rouge, LA

- Support holistic development of 200+ student-athletes by contributing to career readiness initiatives, including resume building, personal branding, and professional skill development
- Assist in planning and executing large-scale career expos and professional development programming, connecting student-athletes with employers and post-graduate opportunities
- Coordinate and facilitate community engagement initiatives, including Boozar (a Halloween event connecting Baton Rouge youth with student-athletes) and MLK Day of Service, strengthening athlete involvement and community impact
- Manage and analyze content performance across Instagram, X, and TikTok, using engagement data to promote programming and increase student-athlete participation
- Develop monthly analytics reports to track engagement trends and optimize outreach strategies aligned with student-athlete development goals
- Collaborate with Director of Tiger Life on department-wide initiatives, including NCAA Community and Belonging Campaigns, to enhance student-athlete experience and sense of belonging

Pennsylvania House of Representatives

June 2025- August 2025

Legislative Communications Intern

Philadelphia, PA

- Drafted and distributed press materials, digital content, and internal communications supporting legislative initiatives and community engagement
- Supported media monitoring and reporting, tracking press coverage and flagging relevant news moments for leadership review
- Assisted in pitching timely story angles across social and digital platforms aligned with legislative priorities
- Helped manage communications to over 1,000 constituents in Representative Ben Waxman's district, ensuring information was disseminated accurately
- Managed community engagement through timely responses to comments, messages, and public feedback, reinforcing brand voice and audience trust

Xposure Ventures

Athlete and Guest Relations/Liaison Intern

April 2025- June 2025

Tampa, FL (remote)

- Researched and evaluated potential podcast guests using audience insights, industry trends, and brand alignment criteria
- Managed relationship tracking and scheduling systems to streamline communication and improve operational efficiency
- Supported athlete storytelling by developing narratives aligned with career development, branding, and audience engagement
- Organized and maintained structured data on guest outreach, engagement, and booking outcomes

LEADERSHIP EXPERIENCE

LSU Section of The National Council of Negro Women

August 2024- March 2026

Social Media Chair

- Manage day-to-day content creation on Instagram, increasing following by 64% since August 2024
- Design engaging Instagram graphics and short-form video content to promote upcoming events, increasing event attendance
- Manage communication and collaboration with campus organizations and community partners to create programming relevant to the organization's mission

SKILLS

Language Skills: French, Edo

Programs: Proficient in Adobe Suite, Asana, and Canva, certified in Microsoft 365 G-Suite, NGP Van, Microsoft certified in Generative AI, Citi Program certified in social and behavioral research