

Osayame Evbuowman

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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

- Manage day-to-day content creation and scheduling across Instagram, X, and TikTok for @LSUTigerLife and @LSUBSAA, reaching over 4,000 followers across platforms
- Develop and present a monthly social media calendar and performance metrics based on current/relevant trends to guide strategy to increase student-athlete engagement and event attendance by aligning posts with key department initiatives
- Strategize with the Assistant Director of Social Media and Branding on cross-platform initiatives like NCAA Diversity and Inclusion Social Media Campaign to amplify the student voice and encourage belonging
- Increased Instagram engagement by 45% in the first five months of employment and Instagram followers by 6% over the first four months of employment by posting on a tailored schedule

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

April 2025- June 2025

Athlete and Guest Relations/Liaison Intern

Tampa, FL (remote)

- Led proactive outreach to podcast guests, crafting personalized pitches and managing ongoing relationships
- Coordinated scheduling logistics and created a streamlined booking system to improve efficiency and responsiveness
- Researched culturally relevant guests aligned with brand values, audience interests, and industry trends
- Supported storytelling efforts by helping shape guest narratives that resonated with athlete and leadership audiences

LEADERSHIP EXPERIENCE

LSU Section of The National Council of Negro Women

August 2024- Present

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