

# CYNTHIA BUTARE

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## PROFILE SUMMARY

With the rising internet penetration in Africa, she firmly believes that content today is the perfect key enabler to take a stand, make voices heard above the masses and make a difference. The endless communication possibilities that the digital age has ushered in strongly appealed her to explore a diversity of communication forms. Having over 7 years of experience, she developed a multifaceted skill-set through various specialised roles in all areas of communication and content marketing ranging from concept note writing, editorial strategy, content production, photography and videography.

## CORE COMPETENCIES

Training

Tutoring

Facilitation

Public Speaking

Leadership

Relationship building

Digital Communication

Content Development

Content Marketing

Editorial Strategy

Creative Direction

Project Coordination

## CAREER HIGHLIGHTS

- She demonstrates leadership skills to lead and inspire teams to achieve more than they had envisioned.
- She developed ability to leading assignments from inception to completion, delegating work effectively and fostering cohesive teamwork;
- She delivers out-of-the-box concepts, dynamic visuals and innovative strategies to ensure greater impact of messages to broad and diverse audiences;
- She is experienced in assisting businesses raising brand awareness to help them take a toehold position in the market by providing content that communicates their true purpose.

## PROFESSIONAL EXPERIENCE

### RWANDA DEVELOPMENT BOARD – Kigali, Rwanda

#### Communications Analyst |Nov 2019 - present|

- Translating RDB's needs into visual concepts that communicate the brand's messaging;
- Overseeing and developing marketing campaigns;
- Devising and presenting ideas and strategies;
- Creating marketing goals related to audiences' acquisition, lead generation and revenue;
- Planning and executing social media channels and campaigns;
- Increasing RDB's social media presence by creating relevant content;
- Ensuring the right messaging is targeting the right audience at the right time;
- Measuring and reporting performance of social media channels;
- Utilizing strong analytical ability to evaluate audience experience across multiple channels and touch points.

### CB PRODUCTION LTD – Kigali, Rwanda

#### Founder |Aug 2016 – Nov 2019|

- Conducting audits to identify businesses' most marketable assets to provide recommendations on how to improve their online presence;
- Translating business requirements into materials that combine an aesthetically cinematic feel with content strategy to optimize traffic and conversion;
- Strategizing client content to match buyers' journey;
- Working with a network of photographers, videographers, graphic designers and brand strategists when projects require the work of a team.
- Has developed content for brands such as Imbuto Foundation, Mastercard Foundation, Africa Tech Summit, Next Einstein Forum, EU Delegation, Johnson & Johnson, Infinite Potentials, Segal Family Foundation, Entrepreneurial Solution Partners.

### ILLUME CREATIVE STUDIO – Kigali, Rwanda

#### In-house Photographer and Videographer |July 2015 – July 2016|

- Creating original content for Illume original content and for corporate clients such as Entrepreneurium, Same Skye, the Mastercard Foundation and The Africa Channel
- Producing punchy content that communicates corporate clients' core objectives in an easy-to-follow format;
- Communicating and sharing with management to receive feedback;
- Supporting management throughout the execution of campaigns for clients;
- Pitching creative ideas to management;
- Taking initiative to propose new ideas/approaches;
- Giving input to creative meetings and sharing ideas.

## LANGUAGES

French (Native)

English (Fluent)

Italian (Intermediate)

German (Elementary)

Kinyarwanda (Elementary)

## TECHNOLOGIES

Adobe Photoshop

Adobe Illustrator

Adobe Lightroom

Adobe After Effects

Windows Movie Maker

iMovie

Final Cut Pro 7/X

## INTERESTS

Piano

Music

Traditional Dance

Filmmaking

Photography

Festivals

Cinema

Documentaries

Reading

## EDUCATION

- **Brunel University** - London, UK  
**Masters in Documentary Practice** |present|
- **Manchester Metropolitan University** – Manchester, UK  
**Degree in Digital Media and Communications** |September 2009 – July 2012|  
Applicable Coursework: Learning and Professional Development, Designing Online Learning, Media Law, Current Issues in Media and Communications and Advanced Digital Media Production.
- **Ecole de Culture Générale Jean-Piaget** - Geneva, Switzerland  
**Diploma in Communications** |September 2005 – June 2008|

## VOLUNTEERING

**Francophone Society Of The University Of Manchester** – Manchester, UK  
**Volunteer** |2011 – 2012|

- Taught French lessons to a group of seven students
- Designed flyers and photographed events

**Manchester Metropolitan University** – Manchester, UK  
**Student Ambassador** |2009 – 2011|

- Made presentations to high school pupils about the benefit of learning languages

## HONOURS, AWARDS AND DISTINCTIONS

- **Manchester Metropolitan University** (Communications Department): Best Documentary Award for KICKIN' IT WITH THE KINKS
- **BEFFTA** (Black Entertainment, Film, Fashion, Television and Arts): Best Blog of the Year 2013

## ARTS

- **Member of Switzerland's traditional Rwandan troupe Urunana from 1989 to 2014.**  
Acclaimed performance at FESPAD (African dance festival held in Rwanda)
- **Classical piano lessons at the Conservatory of Music in Geneva**, Switzerland from August 1995 to June 2008

## DOCUMENTARIES PROJECTS

- **ISHIMWA FROM BLOODSHED TO GRACE** (15 minutes) - University of Brunel
  - Film portrait about Ishimwa Muhimanyi, a 24 year-old London-based ballet dancer who recounts the story of his mother's death during the 1994 Tutsi Genocide in Rwanda to offer a new perspective on the events.
- **KICKIN' IT WITH THE KINKS** (52 minutes) - Manchester Metropolitan University
  - self-funded documentary tackling the subject of harmful chemicals in hair products primarily used by women of African descent to straighten their specifically textured hair.
  - the documentary has garnered 300,000 views on YouTube and 35 screenings across the UK, US, Canada, France, Belgium, Switzerland, Germany, Nigeria, Namibia, Zambia and Rwanda.

## REFERENCES

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