

# cynthia butare<sup>o</sup>

[www.cynthiabutare.com](http://www.cynthiabutare.com) | [contact@cynthiabutare.com](mailto:contact@cynthiabutare.com) | +250(0)78-286-97-55

## PROFILE SUMMARY

Experienced in all areas of content production ranging from social media management, photography and videography. She delivers out-of-the-box concepts, dynamic visuals and innovative strategies to raise brand awareness. She firmly believes that the best way for people to relate to one another is through the power of storytelling; in particular, she is experienced in assisting businesses in telling their stories via social media and film. Capable of working independently or collaboratively, she excels at bringing life to brands' values in a creative and engaging way to broad and diverse audiences.

## CORE COMPETENCIES

Digital Marketing

Marketing Campaign

Social Media Campaign

Social Media Management

Brand Awareness

Content Production

Content Development

Content Creation

Branded Content

Creative Direction

Storytelling

Photography

Filmmaking

Documentaries

Event Coverage

Filming

Video Editing

Public Speaking/  
Presentations

## CAREER HIGHLIGHTS

- With a Bsc in Digital Communication and a MA in documentary-making under her belt, she is both social media savvy and skilled in all areas of filmmaking ranging from proposal writing, directing, filming and editing.
- Her self-funded documentary KICKIN' IT WITH THE KINKS garnered 170,000 views on YouTube and 35 screenings across the UK, US, Canada, France, Belgium, Switzerland, Germany, Nigeria, Namibia, Zambia and Rwanda.
- She founded CB Production Ltd in 2016 to assist businesses to build their brand awareness by providing content serving their marketing efforts from covering events, profiling businesses, running documentaries and custom-tailoring editorial strategy.
- She readily translates business requirements into materials that combine an aesthetically cinematic feel with content strategy to optimize traffic and conversion.
- Her client portfolio includes work in South Africa, Nigeria, Ghana and Ireland.

## PROFESSIONAL EXPERIENCE

**CB PRODUCTION LTD.** - Kigali, Rwanda

**Founder and Creative Director** | 2016 - Present |

- Produces campaigns and creates campaign concepts, organizes and coordinates photo shoots, while working closely with clients to streamline campaign strategies to fit their brands
- Ensures cost standards by monitoring expenses; implementing cost-saving actions
- Works with a network of photographers, videographers and brand strategists when projects require the work of a team.
- Has developed content for brands such as Mastercard Foundation, Africa Tech Summit, ALUSB, Afrolitt, Imbuto Foundation, aKoma, TAP Magazine, Johnson & Johnson, Next Einstein Forum, Infinite Potentials, The Office, Resonate, APIE, Right Seat, Baso Pâtissier, Entrepreneurial Solution Partners, Komera, Illume Creative Studio, Segal Family Foundation and Discovery School.

**ILLUME CREATIVE STUDIO** - Kigali, Rwanda

**In-house videographer** | 2015 - 2016 |

- Shot and edited videos; providing original content for Illume original content and for corporate clients such as Mützig, Entrepreneurium, Same Skye, the Mastercard Foundation and The Africa Channel

**FREELANCE VIDEOGRAPHER** - London, UK | 2012 - 2014 |

- Shot and edited videos; to maximize businesses online exposure
- Worked with Fitzwilliam Museum, Thabo and The Real Deal, Beautiful Textures.

## LANGUAGES

French (Native)

English (Fluent)

Italian (Intermediate)

German (Elementary)

Kinyarwanda (Elementary)

## TECHNOLOGIES

Adobe Photoshop

Adobe Illustrator CS5

Adobe Lightroom

Windows Movie Maker

iMovie

Final Cut Pro 7/X

Canon EOS 60D

Zoom H4n Handy Recorder

## INTERESTS

Piano

Music

Dance

Travel

Videography

Photography

Festivals

Cinema

Documentaries

Reading

## EDUCATION

- **Brunel University** - London, UK  
**Masters in Documentary Practice** |2013 – 2014|
- **Manchester Metropolitan University** - Manchester (UK)  
**Degree in Digital Media and Communications** |2009 – 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 Général Jean-Piaget** - Geneva, Switzerland  
**Diploma in Communications** |2007 – 2008|

## VOLUNTEERING

**Francophone Society Of The University Of Manchester** – Manchester, UK

**Volunteer** |2011 – 2012|

- Gave French lessons to a group of seven students
- Designed flyers and worked as a photographer

**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.
  - screened across the UK, US, Canada, France, Belgium, Switzerland, Germany, Nigeria, Namibia, Zambia and Rwanda.

## REFERENCES

- **Deirdre Hynes**  
Senior Lecturer  
Tel: +44(0)161.247.4608 | E-mail: [d.hynes@mmu.ac.uk](mailto:d.hynes@mmu.ac.uk)
- **Joan Mazimhaka**  
Co-Founder and Managing Director - Illume Creative Studio  
Tel: +250(0)78.862.7717 | E-mail: [joan@illume-cs.com](mailto:joan@illume-cs.com)
- **Zain Verjee**  
Co-founder and CEO - aKoma Media  
Tel: +1(646)618.1121 | E-mail: [zain@akomanet.com](mailto:zain@akomanet.com)