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Bisetsa Bienvenu

Public Relations & Communications Professional | Strategic Communications | Brand Storytelling | Digital Marketing with 6+ years of content creation experience, including 4 years supporting NCAA Division I athletics at the University of Cincinnati. Skilled in public relations, social media, digital asset management, content strategy, and visual storytelling, with experience in athletics and nonprofit communications. NPPA member and Google Analytics Individual Qualification (GAIQ) Certified.

EDUCATION

University of Cincinnati

Bachelor of Arts in Communication - Expected August 7, 2026

Certificates: Public Relations and Organizational Leadership

Relevant Coursework:

Public Relations Campaigns, Organizational Identity, Image & Issue Management, Leadership Communication, Public Relations Writing, Business Communication, Communication Theory, Public Relations Research

- Dean's List (Autumn 2025)
- Google Analytics Individual Qualification (GAIQ) Certified

EXPERIENCE

Communications & Creative Content Intern: University of Cincinnati Athletics Creative Department | Cincinnati, OH | Aug 2022-Present

- Collaborated with communications, marketing, social media, and creative teams to develop content supporting the University of Cincinnati brand, athletics programs, and strategic communication initiatives.
- Produced **159 social media posts** generating **12,435+ views** and **106,347+ likes** across digital platforms.
- Covered NCAA Division I events, practices, media days, recruiting initiatives, and special events across football, basketball, soccer, tennis, volleyball, lacrosse, and Olympic sports.
- Managed live content workflows, including image ingest, editing, metadata tagging, captioning, archiving, and delivery for social and digital platforms.
- Led photography coverage for Women's Tennis, traveling for tournaments and season assignments while building strong relationships with coaches, student-athletes, and staff.
- Supported campaign planning, studio shoots, lighting setups, media day production, and long-term digital asset organization.
- Delivered accurate, high-quality work across multiple assignments in fast-paced, deadline-driven environments.

Public Relations & Marketing Intern: Cincinnati Music & Wellness Coalition | Hamilton County, OH | Aug 2025-Feb 2026

- Created event photography, multimedia content, and promotional materials for nonprofit campaigns, community programs, and upcoming events.
- Managed Instagram and Facebook engagement by publishing content and responding to users on behalf of the organization.
- Supported social media strategy, audience engagement, community outreach, and brand storytelling initiatives.
- Coordinated messaging and visual consistency across social media, reports, campaign materials, and internal communications.
- Organized and delivered edited content galleries with accurate captions, metadata, and accessibility-focused formatting.
- Translated outreach materials from English into Kinyarwanda and Swahili to better serve local Rwandan and East African communities.

Photojournalist: The Undrafted | Dayton, OH | Mar 2022-Dec 2024

- Photographed NCAA athletics and U.S. Soccer events with a focus on athlete-centered visual storytelling.
- Produced editorial photo coverage and game imagery under tight publication deadlines.
- Selected, edited, captioned, and delivered publication-ready images under tight deadlines.
- Added accurate metadata and organized image files for editors and digital publishing.

Photojournalist: Queen City Press | Cincinnati, OH | Jul 2022-Aug 2024

- Photographed professional and local sporting events, including FC Cincinnati coverage, with a focus on visual storytelling and community engagement.
- Captured live action, breaking events, feature assignments, and meaningful moments for digital news and social media platforms.
- Selected, edited, captioned, and organized publication-ready images under tight deadlines.
- Maintained accurate metadata, strong attention to detail, and consistent image quality across assignments.

FUN PROJECTS**PCONPets.com | 2024-Present**

- Designed an AI project exploring pet behavior, music, and creative storytelling.
- Created branding, user experience concepts, and interactive designs that make technology easier to understand.

CongoSignal.com | 2025-Present

- Developed a decision intelligence and storytelling platform focused on infrastructure, humanitarian issues, and geopolitical developments in the Democratic Republic of Congo.
- Designed visual dashboards and maps to communicate complex information clearly.

SKILLS

Communications & Marketing: Public Relations, Strategic Communications, Social Media Management, Content Strategy, Brand Storytelling, Community Outreach, Audience Engagement, Digital Marketing

Photography & Creative: Sports Photography, Photojournalism, Visual Storytelling, Studio Photography, Media Day Production, Photo Editing, Captioning, Metadata Management

Software & Platforms: Photo Mechanic, Canto Digital Asset Management, Adobe Photoshop, Adobe Lightroom, Adobe Creative Suite, Canva, CapCut

SELECTED RECOGNITION & LEADERSHIP NOTES

- Recognized by University of Cincinnati Athletics leadership for initiative, professionalism, reliability, and relationship-building across coaching staffs and creative teams.
- Trusted to cover both marquee and Olympic sports with equal consistency and professionalism.
- Personally requested by the Women's Tennis coaching staff for travel and long-term program coverage.
- Built strong collaborative relationships with coaches, student-athletes, photographers, and communications staff.

REFERENCES

- Professional references and recommendation letters available from University of Cincinnati Athletics communications, creative media, brand engagement leadership, and coaches.