

Kayowa Mary AMAO

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PROFILE SUMMARY

Kayowa is a meticulous editor and proofreader. She is the Team Lead at **The Purple Pen** which is a flourishing Editing and Proofreading business. In addition to delivering excellent Editing and Proofreading for authors, she doubles as a prolific fictional writer with several intriguing stories to her credit, as well as a writing trainer. To give teeth to her versatility, she is also a project manager, a content manager and brand developer. She wears all these caps beautifully with evidence of excellence and impeccability.

EDUCATION

- **Bachelor of Technology, Urban and Regional Planning (*In View*)** 2023
Federal Univeristy of Technology, Akure, Ondo State, Nigeria

SKILLS AND COMPETENCIES

Proof Reading	Interview	Teamwork
Editing	Project Management	Organizational Skills
Social Media Strategies	Content Management	Interpersonal Skills
Content Marketing	Communication Skills	Leadership Skills
Content Writing	Brand Development	Attention to Details

EXPERIENCES

WORK EXPERIENCE

THE PURPLE PEN, NIGERIA

2023

The Purple Pen is an Editing and Proofreading brand which runs on the mandate of taking written arts from zero to royalty with the tool of Editing and Proofreading. The Purple Pen also specializes in helping writers to have a great start in their journey and be the best they can be in the art of writing. I wear the following professional caps at The Purple Pen:

1. TEAM LEAD AND CHIEF EDITOR

Key Achievements

- I edited, proofread and consulted on the publication of **Gold or Silver?** by **Oluwapelumi Olagunju**.
- I edit and proofread documents for writers with meticulousness and accuracy.
- In the space of 4 months, I have set over 5 writers on the path of becoming better writers.
- I carry out recruitment exercise as and when due, recruiting the best hands for the brand.

2. BRAND MANAGER

Key Achievements

- I devised the unique nomenclature by which the business is addressed, as well as the colors that distinguish the brand and communicate its message.
- I design the distinctive logo of the brand, as well as excellent flyers and other digital marketing materials with the aid of Canva.
- I intermittently design research-based brand strategies for the brand.

3. CONTENT CREATOR AND SOCIAL MEDIA MANAGER

Key Achievements

- I write, review, edit and update compelling marketing copies for the promotion of the brand.
- I create irresistible images and layouts with my proficiency in the use of Canva for the advertisement of the brand.
- I handle the social media pages of the brand, posting the well-written copies and attractive designs as well as monitoring the engagements and turning them into orders.

VOLUNTEERING EXPERIENCE

Pioneer Medical Initiative

2019 – Present

Member, Creative Team

- Pioneer Medical Initiative is a nonprofit medical organization whose goal is to ensure inclusive, accessible and affordable healthcare for all people with equitable distribution of primary healthcare.

PUBLICATIONS

Kayowa M. Amao; **“Tasting Honey – Episode 1”**, (*Kayowa Amao Blog*, 14th February, 2023);

<https://kayowa.wordpress.com/2023/02/14/tasting-honey-episode-1/>

Kayowa M. Amao; **“The Unholy”**, (*Kayowa Amao Blog*, 22nd November, 2022);

<https://kayowa.wordpress.com/2022/11/22/the-unholy/>

Kayowa M. Amao; **“I am Done!”**, (*Kayowa Amao Blog*, 30th March, 2022);

<https://kayowa.wordpress.com/2022/03/30/i-am-done/>

Kayowa M. Amao; **“New Wine”**, (*Kayowa Amao Blog*, 18th March, 2022);

<https://kayowa.wordpress.com/2022/03/18/new-wine/>

Kayowa M. Amao; **“In The Arms of Love”**, (*Kayowa Amao Blog*, 13th January, 2021);

<https://kayowa.wordpress.com/2021/01/13/in-the-arms-of-love/>

Kayowa M. Amao; **“SENESCENCE”**, (*Kayowa Amao Blog*, 30th December, 2020);

<https://kayowa.wordpress.com/2020/12/30/senescence/>

Kayowa M. Amao; **“Love is Lust, Love is Lost”**, (*Kayowa Amao Blog*, 14th November, 2020);

<https://kayowa.wordpress.com/2020/11/14/love-is-lust-love-is-lost/>

Kayowa M. Amao; **“CLEAN”**, (*Kayowa Amao Blog*, 30th September, 2020);

<https://kayowa.wordpress.com/2020/09/30/clean/>

REFEREES

Available on Request