

ANYIKO OWOKO

Anyiko Owoko is East Africa's leading Entertainment Publicist. In 2018, she was selected by OkayAfrica among 100 women honorees for their #OKAY100Women list for her dedicated work and for being a promising talent within the genre of media. #OKAY100Women accolade: <https://bit.ly/2CRlsyP>

She also won The Service Industry Award at 2018 Young Entrepreneurs Awards. The all-rounded Arts and Culture Journalist and Blogger based in Kenya has over 10 years experience in the industry. Anyiko studied Journalism & Media Studies majoring in Broadcast at the University of Nairobi. She's passionate about promoting and highlighting arts and culture. She remains active, present and vocal pertaining the business of African music and entertainment.

She is the founder of Anyiko Public Relations, an avant-garde PR Agency providing quality PR and communication services while crafting communication strategies that focus on highlighting African achievement and Africa's robust cultural scene. Her work experience and vast travels has elevated her to become one of Africa's new age influencers in the world of entertainment. Her work has brought her in contact with several musicians and various professionals and stakeholders in the arts and culture industry across Africa and the globe.

Anyiko's weekly magazine YouTube show: VIP Access with Anyiko features a variety of African artists. Some interviews include:

- Nandy (Tanzania): <https://bit.ly/2wecQ41>
- Nasty C (South Africa): <https://bit.ly/2K6dBB2>
- Khaligraph (Kenya): <https://bit.ly/2vUcxfe>
- Winky D (Zimbabwe): <https://bit.ly/2VTOE24>



PR PROJECTS

Anyiko PR
represents
African Stars
and connects
audiences in
unique ways



ANYIKO OWOKO – PORTFOLIO (APRIL – JUNE 2019)

Starting 2015 – 2019

Worked as Entertainment Publicist of Coca-Cola's African flagship music project: Coke Studio Africa season 3, 4, 5 & 6. Under Coke Studio Africa project, she has been a team leader in promoting cross-cultural music exchange between more hundreds of international artistes drawn from over 20 African countries and beyond. She has also managed and organized among high profile Coke Studio press events, press conferences for the American guest international artistes: NE-YO, Trey Songz and Jason Derulo. She also acts as the Editor and contributor of www.cokestudioafrica.com. Other Coke Studio duties included managing and running media tours, facilitating events and parties, drafting artist press releases and PR tool kits while managing the show's vision and brand.

Starting 2006 – 2017 January

Worked as Sauti Sol Publicist. They have won Best African Group MTV Africa Music Awards (2015) and Best African Act MTV EMA (2014). Throughout her ten-year stint with Sauti Sol, Anyiko played a crucial role in building the brand and image of one of Kenya's biggest bands and music export.

She also worked as Sauti Sol Entertainment's PR Manager and Sauti Sol's occasional tour manager. She is also the founder and creator of all Sauti Sol social media pages now surpassing over 4 Million followers across Facebook, Twitter, YouTube and Instagram. Notable campaigns included #IAintGotTimeIGottaVote and #LipalaDance competition and Anyiko's recording and posting of the 2015 viral video of American President Barack Obama Lipala Dancing with the group.

In 2016, she solely managed the PR, communication and media partnerships for Sauti Sol's debut own nationwide tour: Live and Die in Afrika.

Anyiko Owoko is now Publicist to Yemi Alade in East Africa and Sauti Sol's new record label: Sol Generation.

Meet Anyiko Owoko –The Incredibly Talented Public Relations Guru:

<http://bit.ly/2n6IBKE>

Meet Multi-talented media genius Anyiko Owoko: <http://bit.ly/2hNlmfO>

Anyiko interviewed by Standard media on artistes PR: <http://ow.ly/JaCOB>

Anyiko featured by Catch a Dream Africa: <http://bit.ly/1NU6St7>

She.Leads.Africa: "It starts with you" – Anyiko: <https://bit.ly/2MqIXID>

One Xtra with Anyiko on Daily Nation: <https://bit.ly/2nPdKzX>

2010: PR Manager & Events coordinator for BBC's World Service Trust - Africa Talks Climate Kenyan concert featuring Senegalese world star Baaba Maal.

2012: Label Manager at Kenya Africa/Sauti Academy
Managed correspondence between artistes under label and international media and events. Drafting press releases, organizing press conferences and events for artists. Negotiating artistes' deals and contracts. Managing social media accounts of Kenya Africa/artists and steering online sales on bandcamp and iTunes, among other platforms.

2012: Organised and managed PR for "Pure Art" exhibition by Eric Salisbury, American Painter and Muralist at Paa Ya Paa Arts Centre.

2013: Organised and managed PR for "Pieces of Fortune" exhibition by Painter Edward Manyonge at Michael Joseph Centre.

2013: Worked as Publicist for Kwani Trust event for the Kenyan launch of Chimamanda Ngozi Adichie's "Americanah" and "Dust" by Yvonne Adhiambo Awuor.

2015: Working as Publicist of Nairobi Rapsody – weekly hip hop event. Under the event, she represented several artistes including Owuor Arunga, Yassin Bey (Mos Def) and Jay Z's DJ Young Guru.





Past clients include American-based artists/acts: Major Lazer, Kute Blackson, Walshy Fire, Xpect and Luxland, Ugandans: Maurice Kirya and Navio, Nigerian artists: Seyi Shay, Shiikane, Adekunle Gold, Ice Prince, Patoranking, Chidinma, Yung L, Wurld and Lynxxx and the Kenyan artistes: Mumbi, Amos and Josh, Jaya, Suzanna Owiyo, Calvo Mistari, Ndegz, Habida and King Kaka, South Africa's K.O and Nasty C, Berita (Zimbabwe), Tay grin (Malawi) and Stanley Enow (Cameroon).

In 2017, Anyiko partnered with leading digital and communication expert, Tosin Ajibade to launch the maiden edition of New Media Conference (NMC) - renowned digital conference founded in Nigeria to East Africa (Kenya). The project saw two of Africa's leaders in digital marketing: OloriSuperGal and Anyiko PR collaborate in the event that attracted key stakeholders and industry players in Kenya's digital space.

Notable Anyiko PR 2018 projects include providing PR for the launch of Victor Wanyama's 'Under 16 Wanyama Roya Charity Cup' and "Form Ni Gani" Family Planning campaign by Finland's M4ID organization. Providing PR for Vanessa Mdee's twin album launch events in Kenya. Providing PR and marketing for Kute Blackson—the world-renowned inspirational speaker and motivational teacher during his visit to Kenya. Proving PR and marketing for Boomplay Kenya on news on reaching 10 Million installations on Google Play Store in Kenya and their Boom Queens Playlist in commemoration of International Women's Day.

2017 projects included providing PR for the inaugural Africa City Challenge Basketball tournament, Africa Nouveau Festival, Diani Beach Festival, Gidi Cultural Festival (2017) and media tours for the following artists: Adekunle Gold, Seyi Shay, Rosa, King Kanja, Muthoni The Drummer Queen, Mandela, Mr. Nabiey and Juma Jux, among others.

In 2017, through her agency, Anyiko launched their self-produced **Artist Talk Back** event, presenting a series of panel discussions throughout the year. The interactive session is geared to proving solutions to help move Kenya's industry forward while bringing world-class professionals into the forum to share success stories and adaptable winning formats. Sparked by hot debates every series will focus on finding sustainable solutions to hurdles across different creative industries

Other notable projects include: The NEST's TUKO MACHO Project (2016), Sweden at Kenya Project by the Embassy of Sweden and Kenya's Ministry of Sports & Culture (2016), Hillpark Tiwi Resort (2016), WhatsGoodLive Birthday Party (2016), Silas Miami & Prisca Ojwang' in concert (2016), Tinga Tinga Tales Musical (2016), This is Africa launch Nairobi (2016), The Last Fight (2015), SportPesa Festival (2015), Industry Nite Kenya (Feb 2015) and The Fashion Party FAFA x Maybelline Fashion Show (2015).

Anyiko PR's current clients include Morgan Heritage and Effyzzie Music Group. The company is also handling bookings for Emmanuel Jal and Adekunle



WRITING P R O J E C T S



ANYIKO OWOKO – PORTFOLIO (APRIL – JUNE 2019)

From 2016: Columnist for food & lifestyle platform: YUMMY Magazine:

<https://bit.ly/2Mo77n5>

Head of content East Africa and contributor for East African portal of Nigeria's Biggest Music Download Portal—NotJustOk: www.notjustok.com/eastafrica

From 2006: Established brand as an Arts & Culture blogger via

www.anyiko.wordpress.com — [declared by Travel Start Kenya as among Top 25 Great Kenyan blogs to Follow \(2014\)](#).

From 2012: Written for a number of publications including MNET's online platform dstv.com, Nakumatt's Smartlife Magazine and UP Magazine (also worked as Associate Editor), Goethe-Institut Nairobi, international magazine on African Fashion and Achievements: ARISE.

2014: Got published in a London book, the anthology "7 Shades of Love" by Daniella Blechner: <http://ow.ly/J9CKY>

Bella Naija Features Anyiko's YUMMY interview with Yemi Alade:

<http://bit.ly/2nSQ3pN>

Anyiko occasionally writes Opinion or Arts & Culture pieces for Saturday Nation. Articles include:

"Is Kenyan music really poorly composed?": <http://bit.ly/2Gf4pJ8>

"Why Coke Studio could be the future of African Music":

<http://bit.ly/2peh8Dh>

"Why Kenyan music misses the cut": <http://ow.ly/J9DDC>

"Project Takes African Film to the World": <http://ow.ly/JaAYR>

"Winners of Slum Film Festival headed for big screens": <http://ow.ly/JaB24>

"Why Vernacular plays rule the stage": <http://ow.ly/JaBcq>

"First Local play on Westgate horror staged": <http://ow.ly/J9Fwe>

"A triumphant return: D'Angelo's second coming a big success":

<http://bit.ly/1JJuluk>

"New Kenyan movie on plight of female athletes in the works":

<http://bit.ly/2nOwf4Y>

BROADCAST PROJECTS

From 2009 to 2011: Worked as a radio program assistant and reporter for the BBC's international NGO BBC WORLD SERVICE TRUST (WST) on various media projects in the East Africa region: <http://ow.ly/JaArO>

From 2009 - 2016: Host and co-producer Kenya's longest running entertainment magazine show on KBC - Grapevine TV Show. With seven years experience of working as an entertainment journalist, Anyiko closely interacted and interviewed several international artistes including Fally Ipupa, Erykah Badu, AKA and Anthony Hamilton, among others. High profile interviews she conducted included with international music stars like NE-YO, Akon and R&B legends: Joe Thomas and Donell Jones.

KBC Grapevine Interviews include:

South African group Mafikizolo: <http://ow.ly/JaBr5>
 Philip Bradley Bell, co- creator of the Bold & Beautiful TV series: <http://ow.ly/JaBGp>
 Neo soul artist Anthony Hamilton: <http://ow.ly/JaBJz>

Anyiko Owoko is also an Mcee and has hosted several events including the launch of Shuga Down South in Nairobi (2017) and Hennessy Graffiti Event (2016). She has moderated at Jalada Literary and Arts Festival on the panel "Tracing Nairobi's Benga Beats" (2017). She has been part of ONGEA Music Summit (2018) on the panel "How to get rich and famous in 2018" as a moderator.



FASHION PROJECTS

2012: Modeled a fashion spread for the True Love Magazine

2013: Cover model for Healthy Woman Magazine.

2013: Picked among Top Kenyan Stylists who were selected by Deacons Kenya Limited to curate a fashion show and collection of Zara for the Kenyan launch of Zara.

2016: Organized PR and Invites for the Sweden at Kenya Fashion Cocktail and Fashion Show Event in Kenya.

2018: Mceeing at Westgate's Art of Fashion event

NOTABLE PROJECTS/ACCOLADES

Panelist on the “Brand Building & PR” industry panel at ONGEA Music Summit (2019).

Speaker at DigiTalk’s Women In Digital on the topic: “Branding in a digital world” (2018).

Panelist at the 2018 Women in Music Panel by Women In Music Africa Forum on “Carving out a sustainable career in music.”

Training at the Innovation Lab in Djibouti by IGAD Centre of Excellence in Preventing and Countering Violent

EMPLOYMENT OBJECTIVES

To work in a busy, responsible and a well rounded position which will encourage and combine public relations, journalism, creativity, intellect and competence to enhance communication in entertainment, critical thinking skills appropriate for the practice of mass communication and highlight African talent.

CONTACTS:

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