

A handwritten signature in black ink that reads "Alexa Ferr". The script is fluid and cursive, with the first letter of each name being capitalized and prominent.

R&B/Pop artist Alexa Ferr is no stranger to the music industry. A bonafide triple threat, Alexa discovered her love for the arts performing at local singing competitions and as a dancer gaining 8 years of experience in jazz, tap, ballet, hip-hop and contemporary dance.

Alexa's career began in 2011 with the release of her first single, "Fell" via Universal Music Group/Dauman Music. The single featured Disney star Matthew "Mdot" Finley, who was also featured in Camp Rock 2. Following the release of "Fell", Alexa worked with a multitude of producers throughout 2012, including production duo The Invaders who helped the then 16-year-old discover her sound as an artist. In 2013, the Toronto native moved to Los Angeles and released her debut EP 'Lipstick On The Glass', introducing fans and media outlets to the "Rugged Pop" sound.

In 2015, Alexa began experimenting with her sound, leaving the "Rugged Pop" sound behind for a sound rooted in Urban Pop. Working with Th3ory of The Penhouse, Alexa wrote and recorded a number of songs including 2016's "Hit The Switch", co-written by Travis Bruce. "Hit The Switch" is one of Alexa's most successful songs with over 30,000 Soundcloud streams to date. The song is featured in indie film, FLOAT (2019), directed by Johnny Dutch, marking Alexa's first film feature. In 2016, Alexa also found success behind-the-scenes as a songwriter, co-writing Moka Blast's single "Vida Loca", which features DreamKayris and The Voice Brasil's Nikki.

Throughout 2017 and 2018, Alexa took pride in solo-songwriting, while working with many producers, continuing to create music on her own terms. In April 2019, Alexa released the single "Can't Help Myself", produced by Til December. "Can't Help Myself" showcases the evolution of Alexa's artistry as an Urban Popstar, and as a songwriter, as she continues to build her path in the music industry.

Outside of music, Alexa loves to read, work out, cook and travel. She aspires to one day have her own clothing and cosmetics lines, as well as her own studio and talent agency. Dedicated to giving back, Alexa supports charities that deal with topics such as Children, Cancer and Domestic Violence. She hopes to use her voice to raise awareness on these issues, all which are personal to her.

Alexa is working with a variety of producers on new music, which will be released throughout 2019.

Alexa Ferr | alexafermusic.com