Alexa Ferr PRESS KIT







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, hiphop and contemporary dance.

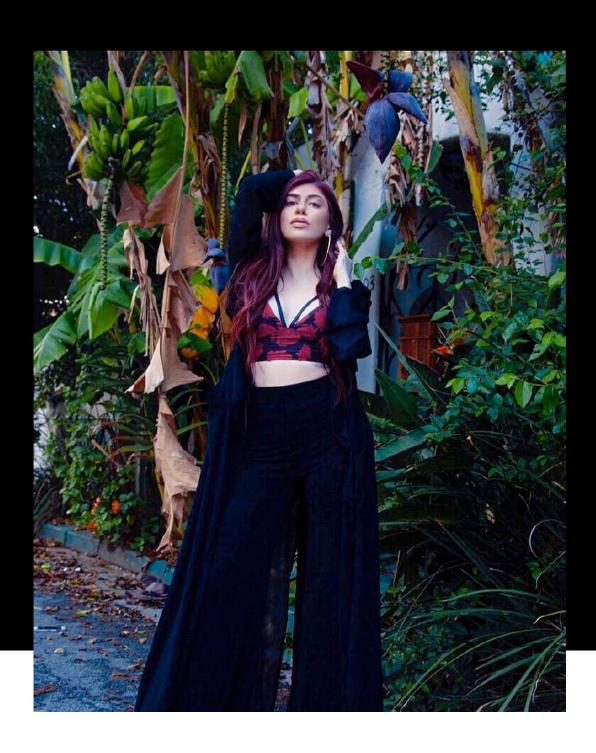
Alexa's career began in 2011 with the release of her first single, "Fell" via Universal Music Group/Dauman Music. The single featured Disney star Matthew "Mdot" Finley, who was also featured in Camp Rock 2. Following the release of "Fell", Alexa worked with a multitude of producers throughout 2012, including production duo The Invaders who helped the then 17-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.

Discography





CAN'T HELP MYSELF

20,000+ streams
Worldwide debut as solo songwriter on track
Music video directed by Q Burdette

IF YOU ONLY KNEW

10,000+ streams
Cover artist for Brash Magazine's Summer 18 Issue
Featured in Gold Crwn's Summer 18 Issue

ROOM FOR 2

15,000+ streams 10,000+ YouTube views Featured in Spotify's Emoji Playlist Music video directed by Q Burdette

HIT THE SWITCH

25,000+ streams
Co-written by Travis Bruce, produced by Th3ory
Featured in indie film, FLOAT (directed by Johnny Dutch)

DIGITAL STREAMS STATISTICS

80,000+ Soundcoud streams 20,000+ Spotify streams 63,000+ Pandora streams 80,000+ YouTube views

Singles



Can't Help Myself Alexa Ferr



If You Only Knew **Alexa Ferr**



Rondevu (ft. Lj) **Alexa Ferr**



Room For 2 **Alexa Ferr**



Hit The Switch Alexa Ferr



Saved a Boyfriend **Alexa Ferr**



NO GOOD **Alexa Ferr**



Lipstick On The Glass **Alexa Ferr**

EPs & Mixtapes



(The Christmas Treats) Alexa Ferr



Shades of My Lipstick Lipstick on The Glass-FP **Alexa Ferr**

Features



I Know You Feel It T-Lighters ft. Alexa Ferr

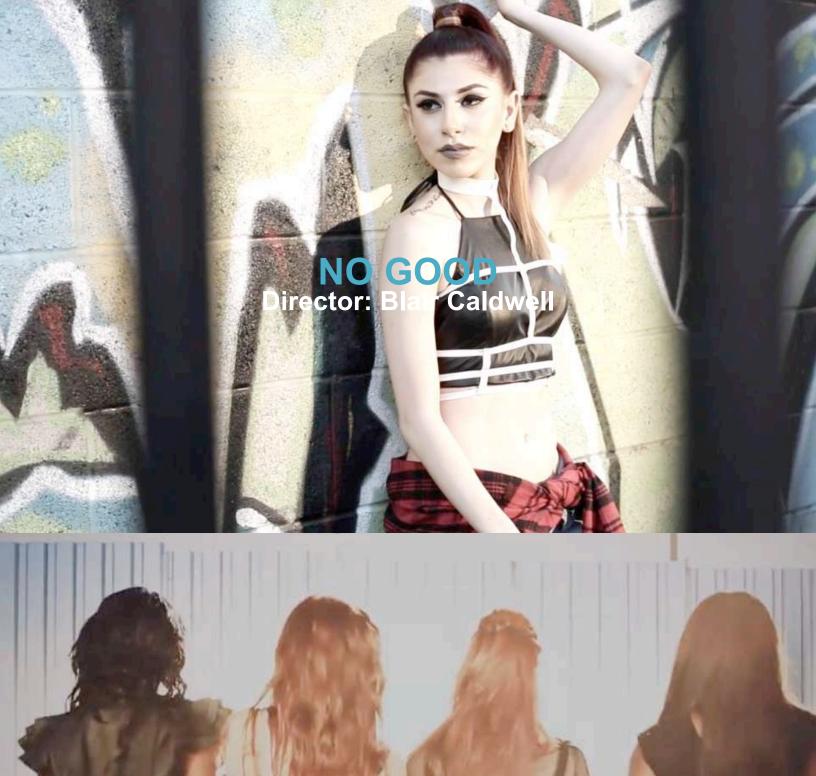


Don't Need Ya Shelby Cordell ft. Alexa Ferr

Vidrography









Highlights



MUSIC NEWS -AUGUST 27, 2013

WALID AZAMI DIRECTS "LIPSTICK ON THE GLASS" MUSIC VIDEO

Rugged Pop artist Alexa Ferr released her debut music video "Lipstick On The Glass" directed by world-renowned director, Walid Azami. "Lipstick On The Glass" is the title-track of Ferr's debut...



MUSIC NEWS -JUNE 24, 2014

ALEXA FERR PERFORMS "SO HARD (TO LOVE YOU)" ON DAFTSTAR

Alexa Ferr performed an acoustic version of her song "So Hard (To Love You)" on DAFTSTAR Live. The song is featured on her mixtape 'Shades of My Lipstick", which was released...



MUSIC NEWS -FEBRUARY 26, 2016

ALEXA FERR CO-WRITES MOKA BLAST'S "VIDA LOCA"

R&B/Pop artist Alexa Ferr lands her first international collaboration with the release of Moka Blast's "Vida Loca" (ft. The Voice Brasil's Nikki & Dream Kayris). Ferr co-wrote the...

Highlights



MUSIC NEWS -2017

"ROOM FOR 2" ADDED TO SPOTIFY OFFICIAL PLAYLIST

R&B/Pop artist Alexa Ferr's new single "Room For 2" is featured in Spotify's Emoji Playlist. Released on January 20, 2017, the song was produced by Th3ory and co-written by Ferr...



MUSIC NEWS -JUNE 18, 2018

ALEXA FERR COVERS BRASH MAGAZINE'S SUMMER 18 ISSUE

R&B/Pop artist Alexa Ferr lands on the cover of Brash Magazine's Summer 18 Issue. In her interview she discusses her latest release "If You Only Knew", working with Th3ory and....



MUSIC NEWS -JULY 2, 2019

ALEXA FERR'S "HIT THE SWITCH" FEATURED IN INDIE FILM, FLOAT

R&B/Pop artist Alexa Ferr's 2016 single "Hit The Switch" (co-written by Travis Bruce and produced by Th3ory) is featured in the indie film FLOAT. Directed by Johnny Dutch, the...

Performances



PERFORMANCE HISTORY

Alexa has performed at various venues/events around California:

Tikki Bar

Galaxy Theatre (Costa Mesa)
Infusion Lounge (Universal City Walk)
The Room (Hollywood)

Taste of Soul LA

House of Blues Sunset – Voodoo Lounge

Crustacean Beverly Hills

RAW Artists Showcase @ Los Globos

Whisky A Go Go (Hollywood)

House of Blues Sunset

ZTPR Summer Soiree

DAFTSTAR, INC.

Molly Malone's Fairfax

Bar 20 –Acoustic

MiC Live @ Infusion Lounge

MiC Live @ Romanov

SoSoulSunday's @ Los Globos









"[Alexa] is a very talented and professional individual...She is driven and focused and is very capable of performing every duty in the entertainment industry"

Blair Caldwell (Photographer)

"Alexandra has shown extreme growth in her vocal ability as a music artist...She is determined and will be able to accomplish her goals of becoming a relevant music artist not only here in the States but across the Globe."

Matthew 'Mdot' Finley (Producer/Singer/Songwriter)

"Having taught up and coming artists extensively in both the United States and Canada I can honestly say that rarely have I had the opportunity to work with such extraordinary talent. Alexa is the kind of deeply focused artist that inspires all she works with because of her 100% commitment to being the best she can be..."

Micah Barnes (founder of Singers Playground, Professional Vocal Coach)

"What I love is that the acoustic version [of So Hard (To Love You)] allows simplicity to shine through and that factor makes all the difference – it defines a confident artist who isn't afraid to stand on their own"

Best Fan

Sassy, stylish and a vocal sharpshooter **Bombshell Bleu**

"Her music blends pop and R&B with a hint of sass. It won't be long before MTV calls."

BUZZNET

"To be making the quality of music she is at her age is something to be applauded and can only be an indication of what she has in store for us in the future"

Cult Noise Magazine

"We're still quite baffled as to why Canadian pop goddess, Alexa Ferr, isn't featured on Top 40 being that she has just about everything and more to take over the world"

The Daily Listening

"The original [version of So Hard (To Love You)] features a spicy R&B beat, reminiscent of hot 90s/00s artists like Aaliyah and Mya. But in the acoustic session there's no denying that Ferr is an icon in the making. Her unfiltered vocals are incredible and we get a personal look at the range of her talent."

TruthorSarah



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