

# Biography

**Yowda** aka **King Yowda** is an American rapper from Las Vegas, Nevada signed to **Maybach Music Group**. The streets are embedded in his lyrics, accompanied by crafty metaphors, and hard tone punches. **Yowda** delivers unforgiving bars and has created his own lane.

Early on his interest in music grew not just for Hip Hop but also Rock N Roll. **Yowda** enjoys battle raps, and cyphers lending to his creative style. Growing up **Yowda** was surrounded by criminal activity this influence affected his life keeping him in and out of trouble. Music was a way of expressing himself through story telling. Yowda later served five years in prison, while incarcerated he wrote songs and began perfecting his craft. Upon release his goal was to let music lead him down a different path. He hit the studio, and began recording to no end. **Yowda** believes in sleeping less working more, and making every second count so he naps periodically. With such a strong work ethic **Yowda** was pumping out music. He shot to the top of the music radar with, "That's How It Goes" and "Shut Up" both featuring YG. Rick Ross admired his music and through a mutual friend requested to meet. He saw star power in **Yowda** signing him to one of the most prestigious labels around. Las Vegas had been known as a tourist city but in song "Gangland" **Yowda** makes it clear, "when you leave the strip Vegas turns to Gangland". **Yowda** knew too well the grimy and gritty sides of the city.

The collaboration with, Rick Ross on song, "Ballin" certified his place. Next the success with song, "Shut Up" produced by DJ Mustard and platinum artist YG shot him to the top of industry radar with over 10M video views.

Continuing his climb he releases music for his fans at least quarterly. "This is a career for me at this point I treat it like my job," says Yowda when being interviewed by DJ Smallz. He has been on many media outlets radar with exclusive releases on AllHipHop, Karen Civil, XXL, and many others. He has collaborated with some major artists; Rick Ross, Wale, Zoey Dollaz, Kevin Gates, Riff Raff, Rich The Kid, Hoodrich Pablo Juan, Doe Boy, Jose Guapo, Mozzy, Gun Play, YG, Arsonal, Peezy, and other notable artist in his own city.

Early 2019, Yowda was sought out to be interviewed by local Fox 5 news to speak on gang life, music industry, and crime in Las Vegas. His song, "Gangland" was featured. This notoriety contributed to a new fan base expanding nationwide.

His latest release, "Curse Of A Criminal Mind" was center stage of two huge tours. First accompanying Rick Ross on the "Pom 2 Tour," and Wale's "Wow That's Crazy Tour". Upon returning Yowda shared the vast differences in audiences, and his appreciation of how well he was received by both. This was the best and most memorable experience as he felt direct reactions, gained new fans, and interacting with his own.

Yowda was scouted by a very successful acting agency in Atlanta, GA and has been casted television series, "Empire" to add just recent new movie set to air this fall titled, "Indictment" with leading roles played by Benzino, and Reality Television personality formerly of VH1's Basketball Wives star Jennifer Williams. He enjoys the big screen, and plans to further his acting career. Yowda is diversifying his talents just recent accepted a partnership with Fashion Nova.

Yowda is known for his story telling painting pictures with his lyrics as he brings you into his songs. He speaks truth about what "dope boys" across the world experience in their neighborhoods. This is why he is a favorite from the roster of Maybach Music Group. "No glitz no glamour it's real it's YOWDA".