Melanie Martinez's creative drive and talents have always distinguished her from other musicians. Her compelling music and visual art have created a rabid global fanbase with over **8.4 million** followers on Instagram, **11.4 million** subscribers on YouTube, **6.3 billion** global streams, and **2.4 billion** official YouTube views. After releasing her platinum-certified 2015 debut album, *Cry Baby*—which reached No. 1 on Billboard's alternative albums chart and has amassed over **3.5 billion** streams worldwide —she conceived and directed a video for each song on the album. These mini-movies traced the traumas and insecurities experienced by the album's character, Cry Baby. As of 2020, every song on *Cry Baby* is RIAA certified Gold or higher, including the 2X Platinum “Dollhouse” and the Platinum “Pity Party,” “Carousel,” “Mad Hatter,” and “Soap.”

Melanie’s sophomore album and film, *K-12*, is another ambitious triumph with debuts at #3 on the Billboard 200 Chart, #1 on the Billboard Alternative Album Chart, #1 on the Billboard Soundtrack Chart, and a nomination for “Top Soundtrack” at the 2020 Billboard Music Awards. *K-12*'s music is a vibrant and singular melting pot of low-key hip-hop, soulful pop and indie-leaning electro. *K-12*'s universe is an expansion of the one introduced in Cry Baby. Using lyrics rich with metaphor, songs address the struggle to find a place to belong—including within friendships, the physical world and romantically—even when fitting into society feels like an uphill battle. Since releasing her *K-12* album last September, Melanie has released 13 new music videos from the project which have now garnered over **100 million** views collectively.

To accompany the album, Martinez also wrote, directed, and co-wardrobe designed a 90-minute movie (also called *K-12*) that incorporates the album's music and mirrors the themes and characters introduced. Filmed on location in Budapest, Hungary, the movie focuses on Cry Baby (portrayed by Martinez) and a class of students who find themselves trapped in a horror house-like residential school. As they experience the usual grade school rites of passage—a lunchroom food fight, the embarrassment of gym class, a romance with nefarious intentions, courses taught by checked-out teachers— they have to figure out a way to escape. Along with receiving over **64 million** official YouTube views, K-12 was also the **6th highest grossing film** in US cinemas on release day, September 3, 2019, with screenings in over 400 cinemas in 32 countries.

Melanie kicked off 2020 with the renewed success of *Cry Baby*, which recently re-entered the Billboard 200 more than five years after its initial release propelled by the worldwide Tik Tok fan favorite  “[Play Date](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmelaniemartinez.lnk.to%2FPlayDateID&data=02%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C2656225ed3c943a9873808d85f56b0b4%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637364173237183504&sdata=l0RQlk%2FiZpyEi4%2BMcGbHmlwqPZdP650AihdGT1Q%2BXO4%3D&reserved=0).” “Play Date” recently earned RIAA gold certification, and is approaching **500 million** global streams. Along with the continued success of old favorites, Melanie is gearing up for the release of 7 brand-new tracks that make up the *After School* EP, out September 25. Along with serving as a standalone EP, the new songs will be joined to *K-12* to create *K-12 (After School – Deluxe Edition)*.