ABOUT SNOW THA PRODUCT

Snow Tha Product has achieved what many artists coming into the rap game could only hope for… longevity. Since dropping her first project *Unorthodox* in 2011, fast forward seven years later and she is a mainstay in the hip-hop world – selling out national tours, two successful merch lines, countless projects, and most importantly, a legion of loyal fans. Snow has become a symbol of hard work, perseverance and raw talent. Her relatability goes beyond gender or ethnicity, Snow refuses to conform to societal expectations and stands up for issues that she believes in whether it’s women’s rights, immigration, or other political issues.

Born in San Jose, CA to Mexican immigrant parents that dealt with the struggles of being undocumented and raising children born in the U.S., Snow grew up both bilingual and bicultural. She is able to rap in both in English and Spanish and incorporate melodies reminiscent to the ‘90s era R&B she grew up loving. Equally as talented singing as rapping, she developed her vocal skills singing along to both R&B classics, as well as Spanish baladas. Snow started performing at a young age before putting out multiple mixtapes and dropping viral music videos/songs on YouTube, which gained the attention of both fans and respected emcees, and eventually landed her a deal with Atlantic Records.

A well-known artist with a strong social media presence, Snow has over 109 million views on

YouTube, 2.6 million fans on Facebook, 710k fans on Instagram, and has a legion of loyal fans awaiting her new releases. Snow’s musical influences stem from Mexican legend Alejandra Guzman to international rap star, Drake. She has been recognized and respected throughout the hip-hop industry for carving her own lane. Her reputation as a spitfire performer has her nonstop energy shows selling out from the West to East Coast. In addition, Snow has utilized her business and marketing ability to successfully create and build the ‘Woke’ brand, which includes the clothing line Woke Apparel and her online series Woke.tv.

In 2016, Snow Tha Product released her debut EP under Atlantic Records, ‘Half Way There…Pt. 1.’ The project had two standout tracks, “Nights” and “Nuestra Cancion.” The following year, she dropped a remix titled, “Nuestra Cancion Pt. 2,” featuring reggaeton star Arcangel that hit #4 on the Latin Urban Radio Billboard charts. The music video has gone on to garner over 14.6 million views on YouTube, making it Snow’s most-watched video to date. That same year, she contributed to the popular ‘Hamilton Mixtape,’ on the track “Immigrants (We Get the Job Done)” alongside K'naan, Riz MC, and Residente. In late 2017, she released her latest mixtape ‘Vibe Higher,’ which featured her artists LexTheGreat, Castro Escobar, and AJ Hernz. The mixtape was followed by a nationwide 30-date tour.

Beyond her lyrical capabilities and entrepreneurial skill, Snow Tha Product has proven to be a talented actress. In 2017, she made her official acting debut in the second season of USA Network's highly-rated TV series *Queen of The South*, portraying the character of Lil' Traviesa. Last year, she also won an MTV VMA for ‘Best Fight Against the System’ video for “Immigrants (We Get the Job Done)” from The Hamilton Mixtape. She recently released a single titled “Help a Bitch Out (Feat. O.T. Genasis),” for which the video premiered on WorldStarHipHop. Most recently, Snow Tha Product released her newest single, “Myself” featuring DRAM. Her career continues to grow everyday both behind the mic and in front of the cameras. Snow Tha Product is an artist that speaks up for what she believes in, and never forgets where she comes from.