Over the years, the worldwide adoration for rap music has cultivated a number of subgenres that have completely shifted the face of the industry. When discussing Brooklyn, most notably, the UK-inspired and Chicago-introduced style of drill is top of mind. Culture “CoachDaGhost” Bermudez might have just officially entered the industry, but he is no stranger to the game. The lifestyle and street nuances that have been popularized through drill music have long been a harsh reality for him, inspiring him to turn to music and emerge as Brownsville’s latest star.

The Brooklyn-born, Afro-Guatemalan rapper was aptly named. Living in Guatemala from the age of two to five, he has a keen understanding of what it is to be multicultural. In learning English as a second language during his youth, Culture found himself drawn to the sounds of famed New York rappers such as Biggie Smalls and Jay-Z, peaking his interest in music. Nicknamed “Coach” by his peers (short for Culture) and adopting the cryptic “Ghost” label later in life, CoachDaGhost has become a force, with a decadent sound that has the power to transcend the drill wave.

In 2020, Brownsville’s own shook the world with “Hitlist,” racking up almost 4 million views seemingly overnight and co-signs by some of rap’s biggest stars. More fittingly, he later inked a deal with The Culturvated Agency, alongside talent such as 22Gz, Bizzy Banks, Maxthademon, Shawny Binladen and Masio Gunz. “Hitlist” has accumulated millions of streams worldwide and attracted the likes of hip-hop enthusiasts everywhere. CoachDaGhost’s chilling bars are also most recognizable in the recent “Gooey Sauce,” which is currently at 2 million views as well as his latest collaboration with fellow drill-star 22Gz on “Movie.”

The young rapper’s future seems promising, with impressive numbers that are accentuated by his raw talent and street appeal. His debut mixtape, *Ghost Stories,* is coming soon via The Culturvated Agency/Atlantic Records.