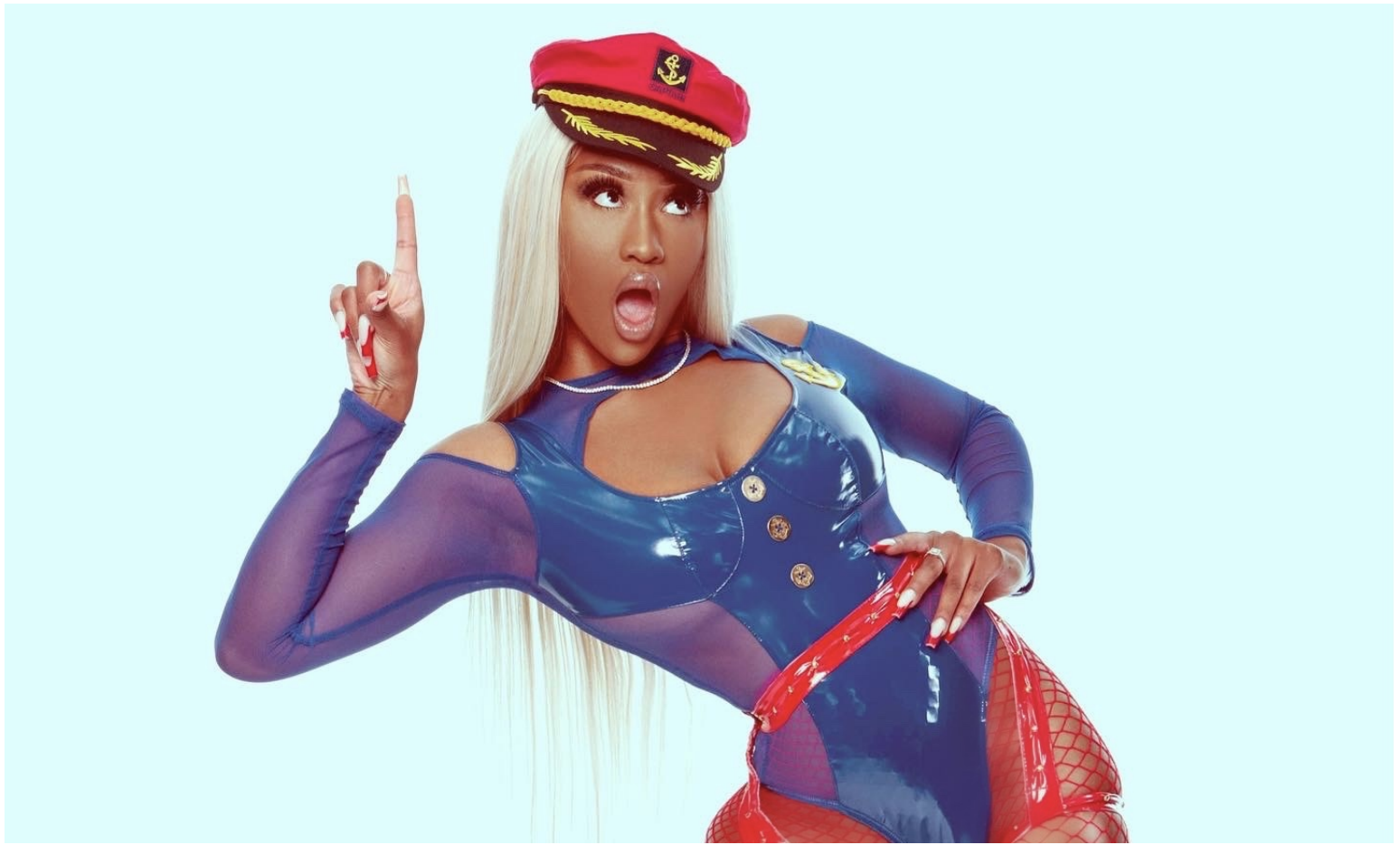




# **NAUTICAH**

**ELECTRONIC PRESS KIT 2022**

INSTAGRAM @NAUTICAHMONAE



## NAUTICAH

**Nauticah** is an American entrepreneur, singer, model, influencer, and mother. Born in the outskirts of Charlotte, North Carolina to a family of West African, Jamaican, and Irish descent, **Nauticah** was privy to a diverse range of influences that has had a huge impact on the person she is today and cites Tina Turner, Madonna, and Janet Jackson as inspirations in her career. At a young age, Nauticah began singing, dancing, and acting in local theater plays. While in high school, Nauticah competed in pageants and accumulated multiple accolades that led to her popularity; such as, Homecoming Queen, Vice President, and Cheerleading Captain. With an interest in business, **Nauticah** attended a local community college after graduating high school and has continued to be a positive influence on girls with hopes of being their own boss.

Nauticah moved to Georgia shortly after to pursue a career in entertainment and begin an internship at Quality Control Music, while working as an assistant for the likes of Socialite, Venita McCullom, better known as mother of superstar, Lil Yachty. Pulling from a passion for performing and years of singing, Nauticah continued to find herself in music by releasing her first single, "COCA," featuring Dababy's BDB artist, Rich Dunk, followed by a project titled, "Nauti, If Ya Nasty." With a melodic flow and edgy appearance, the Coastal artist turned to music as a form of self-expression, elevating into the daring and distinctive young mother, artist, and businesswoman she is today.

**Nauticah** is now a full time entrepreneur, artist, and media influencer. Foundation multiple businesses under the Lareine Corporation Campaign, from Lareine Records, Lareine Management, Lareine Films, Lareine Investments, Lareine Interiors, and Lareine Shops, a clothing and hair boutique, to Lareine Foundation, a charity created for single mothers and children living in the Carolinas and Georgia.



# MUSIC

**Nauticah** moved to Georgia shortly after to pursue a career in entertainment and begin an internship at Quality Control Music, while working as an assistant for the likes of Socialite, Venita McCullom, better known as mother of superstar, Lil Yachty. Pulling from a passion for performing and years of singing, **Nauticah** continued to find herself in music by releasing her first single, "COCA," featuring Dababy's Billion Dollar Baby artist, Rich Dunk, followed by a project titled, "Nauti, If Ya Nasty." With a melodic flow and edgy appearance, the Coastal artist turned to music as a form of self-expression, elevating into the daring and distinctive young mother, artist, and businesswoman she is today. In late 2021, **Nauticah** released her single "Who Raised You," starting a meme and tiktok sensation that included many young adults participating in the #WhoRaisedYouChallenge. The attention gained from the viral moment on top of the local hometown following gained her much notoriety, and quickly pushed her instagram to over 300,000 followers within 3 months. As of Today, "Who Raised You" has accumulated over 2 million streams on Soundcloud. **Nauticah** is currently working on her debut album, while simultaneously building her son's own personal brand.

# BUSINESS

As a boss mom and serial entrepreneur, **Nauticah** dedicates herself to the business side of music first and has started multiple companies with a focus in artist creativity and independence.

**Lareine Records** is an independent south east coast record label located in Charlotte, North Carolina. Dedicated to the creativity and distinction of artists and talent, Lareine Records is the epitome of independence and artistic intelligence. The company was founded in 2020 by singer and entrepreneur, **Nauticah**, and is effectively built with staff and young creatives in the Carolinas. Built upon the foundation of creative branding and extensive marketing services, all members participate in a community of like-minded professionals sharing creativity, strategy, and resources.

**Lareine Films** pushes the envelope with Innovation in Projects for Music videos, live music, and much more. With branding at the top of the priority list, we will take your project to the next level with the latest in cinematography technology and knowledge.

**Lareine Management** is a family operated management company dedicated to the development of long-term careers for artists of distinct talent in The Carolinas. The company was founded in 2022 by singer and entrepreneur, Nauticah. All managers participate in a community of like-minded professionals sharing network, knowledge, resources, and strategy.





# FOUNDATION

**Lareine Foundation** is a nonprofit organization created by singer and mother, Nauticah. LFN will be used to provide temporary relief funding to single-parent families led by women in North Carolina. Looking to act as a one-time financial cushion in the future, LFN will seek to relieve some of the extreme financial pressures single mothers endure. From personal experience, Nauticah understands that in times of financial stress it is often very difficult to emotionally and physically give 100% to our children. As a single mother, Nauticah made it her life mission to give back and be a source for women that have to endure similar situations she once did, and intends to lessen the pressures many women face in hopes that they will be able to refocus stress into new career and business opportunities for their families. LFN was created to help provide monetary assistance and educational courses for everyday life challenges that encompass; business, food, shelter, and clothing.

# HISTORY

Although **Nauticah** is her birth name, she chose the nickname “Nauti” in reference to the word “Nautical,” meaning “of or relating to sailors, ships, or navigation,” coining the phrase “Nauti Navy,” which is used to describe her fan base of “Naughty” (confident and beautiful) girls.

**2014** - **Nauticah** participated in multiple local pageants, musicals, and theater plays, and accumulated accolades; such as, High school Homecoming Queen, Vice President, Cheerleading Captain, and Miss Ashbrook 1st Runner Up, garnering local popularity and leading her into local stardom.

**2016** - After attending college in NC, **Nauticah** moved to GA and began an internship at Quality Control Music, under now president, Simone Mitchell, while working as an assistant for the likes of Socialite, Venita McCullom, better known as mother of superstar, Lil Yachty.

**2020** - After moving back to North Carolina and starting to record at a local Charlotte studio. **Nauticah** started collaborating with other local artists and released, “COCA,” featuring Dababy’s Billion Dollar Baby artist, Rich Dunk, followed by a project titled, “Nauti, If Ya Nasty.”

**2021** - **Nauticah** became a Mother, Artist, serial Entrepreneur, notary, and business owner.

A woman with long, wavy blonde hair is posing against a plain light grey background. She is wearing a red captain's hat with a gold anchor and the word 'CAPTAIN' on it. Her outfit consists of a grey, shiny, halter-neck bikini top and blue denim bikini bottoms with white rope ties. She is looking directly at the camera with a slight smile.

# NAUTICAH

**ELECTRONIC PRESS KIT 2022**

**INSTAGRAM @NAUTICAHMONAE**