

Independent Music Artist Diversifies Her Brand with Music, Merchandise, Movies and More!

Bay Area-based Indie Artist, Celiane the Voice, parlays her business acumen into building a formidable brand—in the booth and in the boardroom



San Francisco, Oct 15, 2020 ([Issuewire.com](https://www.issuewire.com)) - When the pandemic struck, Celiane the Voice watched her thriving music career come to a screeching halt. Gigs were abruptly cancelled, venues were closed, ticket sales were refunded to the customers, concerts were indefinitely postponed and her career was at a standstill.

For the first time in her entire music career, Celiane did not know if her career would be able to weather this storm (also known as the Coronavirus crisis). Just like other artists and musicians, she had to face the uncertain reality brought on by a global pandemic that completely disrupted the entertainment industry. As the months progressed, she was faced with two choices: 1. Throw in the towel or 2. Reinvent herself. She chose the latter.

Eight months since the world as we knew it changed forever, Celiane the Voice made the decision to tap into her business savvy and build a brand that superseded music. She put together a Business Plan and started a company. Her entertainment company comprises film and TV production, stage productions, creation of her own comic book, video game music, personal transformation courses, “Celiane the Voice” merch, building collaborations and a costume and set design entity.

“I’m an entertainer, but I also have a Business background so I knew at the onset of the pandemic that I would have to pivot if I wanted to save my career. I knew that it was no longer business as usual, so I tapped into my talents and skill set and diversified my brand”, said Celiane.

Her decision to reinvent herself has opened up a myriad of new doors for her this year and now that her music career is thriving again—she has her sight set on performing in Vegas one day, which has been a life-long dream of hers. Celiane also has hopes to take her eclectic show on a tour across the country, as soon as it’s safe to do so again.

Based out of the Bay Area in California, Celiane The Voice is a pioneering and dynamic singer who specializes in the genre of Electronica Hip-Opera, which she created. With a background in both Opera and Jazz and over twenty years of vocal training, both at UC Berkeley and through private instructors, she has developed a mastery over her vocals through hard work and dedication.

Through an understanding of genre and technique, she is able to borrow from a spectrum of musical influences to create a sound that blends electronic music, hip hop, classical, and jazz to create the new and exciting fusion that has become the genre of Electronica Hip-Opera. The eclectic nature of her work allows her to redefine her listeners’ idea of what is possible through music in a traditional sense, and her talent allows her to set the bar high when it comes to her production value. Inspired by prolific artists such as Amy Winehouse, Daft Punk, and Pharrell, she has a taste for the unique and original, and that off-beat sensibility truly shines through. With her music she is able to form true connections with her audience. Music is her passion, and her one true love; it is the thing that she is completely dedicated to and she views it as her better half.

While continually working to build up her repertoire and create a unique and memorable sound, she has performed live at events such as Afro Comicon, NorCal Cosplay Ball, NYE 2018, and Napa Smith Brewery, and she has hopes of touring internationally in 2021. Her work can currently be found online on streaming platforms such as iTunes, Amazon Music, Spotify, YouTube, Soundcloud, and Bandcamp.

To learn more about Celiane, visit: www.celianethevoice.com.

Connect with her on social media: Instagram @celianevoice, Twitter @celianethevoice

Media Contact

The Posh Publicity Firm

Media@theposhpublicityfirm.com

7274171023

2451 McMullen Booth Rd.

Source : The Posh Publicity Firm

[See on IssueWire](#)