

## Ollie Joseph: Bridging the unexpected and the unique

Nashville-based artist Ollie Joseph didn't always dream of a career in music. Now, the rising musician sports 718,000 monthly listeners on Spotify.

Joseph graduated with an advertising degree from Michigan State University in 2015. However, once he started working white collar jobs, he discovered that he needed a change. Quickly.

Music became a hobby to soften the blow of 9 to 5's. It became a new creative outlet and provided a plethora of skills to sharpen. Once music matched his salary at his desk job as a recruiter at Robinhood, he jumped at the opportunity to finally find joy in his profession.

"I'm not naturally good at making music," Joseph said. "I didn't play instruments growing up. I didn't sing until a couple years ago. It was just something kind of foreign to me. Because I was kind of bad at it, it really made me want to try extra hard and get good at it. I haven't stopped trying and my streamcount has just gone up and the listenership has gone up."

Fueled by his passion for writing, Joseph writes music twice a week. He aims to be intentional with his writing; He doesn't want to put a piece into the world that isn't worthwhile.

When he needs to find inspiration, he listens to his own music most of the time because he is easily influenced. His circle and life experience sparks his work as well. Joseph's music journey has shifted from rap to hip-hop, but he calls his new sound "mountain pop." Mountain pop - a genre he fathered - blends his rich background in rap and hip-hop with lofi beats and even some country undertones.

He said that people often describe his music as "driving with the windows down." While he strives to have a message in each song, he is comfortable with listeners vibing with the feel-good sound.

"I treat it [songwriting] as a window to what I'm feeling," Joseph said.

Joseph relishes a challenge. He feels most fulfilled when he is able to prove that he can do something difficult. From running marathons to sharpening his mixing skills to practicing singing, he works to improve himself continuously.

“There is always room for improvement,” Joseph said. “You have to try to get better at everything when it comes to music.”

His newest EP, titled “Something For Your Girl” will drop May 3. Joseph’s music is available on all streaming platforms, and he regularly updates his Instagram with updates.