

After 4 hit singles, Musician Rioma is setting new records with his latest album “Sub-Zero”

Rioma wasn't always a chart-topping musician. Before he became the rapper known for his meaningful, lyrical songs, he was Mario Joseph Jacovino-- a New Jersey-born twenty-something who dropped out of college to pursue music.

Eschewing academics for recording and engineering his own music, Rioma's drive and dedication to carving out a space for himself in the world of modern-day rap music led to a hit album in late 2019, “35” as well as four catchy, chart-topping singles including the widely acclaimed, “Better Off.”

After leaving school Rioma went full throttle into going after his own lifelong dream for a career in music. Taking his inspiration from the American rappers and singer-songwriters Travis Scott and Post Malone, Rioma embarked on a one-year journey to discover his own voice when he first took the plunge into making music.

It started with honing his voice. Rioma reflects, “I started recording a week later [after leaving school] for over a year straight every day. I started polishing the craft and trying to master my sound while being unique and creative in my own ways.”

Rioma has quickly established himself as an up and coming voice on the rap scene, and has garnered fans worldwide and praise from music critics. His new album “Sub-Zero” dropped earlier this year and contains nine songs with all of the catchy hooks and buzzy lyrics that fans have come to love from Rioma.

The musician doesn't shy away from the messy bits or the trial and error of creating his original sound. It's not a stretch to say that if Rioma played it safe and let the fear of mistakes trip him up in his songwriting and recording process he wouldn't have the four chart-topping hit singles to his name.

Nor the hype for his newest album “Sub-Zero”.

Rioma says that when it comes to making music, “perception is everything,” and that even with the losses and struggles he's had over the past years he now considers them “blessings” that have “mold[ed] me into the artist and man I am today.”

Much to the pleasure of his fans, the rapper shows no signs of slowing his roll. Citing music as a key part of his identity, Rioma is set to keep actively composing and recording his famously punchy, synthy, tunes for the long haul. And fans can agree, the hip-hop and rap scene is entirely better off **with** Rioma in it!