

## Traives Jordan Job Resume

Traives Jordan (24Trav)  
West Englewood, Chicago, IL  
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### Objective

Aspiring A&R Scout with a proven track record as a rising recording artist, content creator, and performer. Deeply embedded in Chicago's underground hip-hop scene, with a strong pulse on emerging talent, audience engagement, and creative development. Seeking to bring raw authenticity, industry intuition, and an ear for breakout potential.

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### Professional Summary

Straight out of West Englewood, I've built my reputation in the streets and studios of Chicago—not just as an artist, but as a tastemaker. With over nine music videos released and a rapidly growing fanbase, I've developed firsthand experience in building a sound, crafting a narrative, and identifying what moves culture. I bring a street-scout mindset backed by creative execution and production knowledge. As someone navigating the industry independently, I understand both sides of the table—artist development and brand strategy.

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### Core Skills

- Talent Scouting & Development  
Identifying emerging voices in underserved markets with authentic stories and sonic innovation.
- Creative Direction  
Overseeing visual and musical aesthetics from concept to execution (music videos, photo shoots, etc.).
- Music Production Insight  
Collaborated with producers such as Michael Wallace (We Are Music Studios) to bring storytelling-driven tracks like "Dance" to life.
- Digital Strategy  
Growing YouTube & Instagram presence through grassroots promotion, engagement tactics, and consistent content.
- Cross-Platform Storytelling  
Experienced in short-form comedy, scripted acting (Road To Success project Tyrant), and social media content creation.
- Chicago Market Insight  
Firsthand understanding of local culture, community trends, and emerging sounds—key for identifying breakout potential before it hits mainstream.

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## Selected Projects

### Recording Artist | 24Trav

Independent (2021–Present)

- Released 9+ music videos, including fan-favorite single “Dance” (Sept. 2023)
- Partnered with We Are Music Studios for high-quality production and audio engineering
- Garnered attention for blending street realism with infectious hooks
- Developing upcoming EP and content rollouts to expand presence in Midwest and Southern markets

### Actor | Road To Success Production – Tyrant

Guest Appearance (2024)

- Featured in upcoming episode of this independent scripted series
- Gained on-set experience in entertainment storytelling and performance
- Expanded audience and professional network beyond music

### Content Creator & Comedian | Self-Produced Digital Media

Instagram, YouTube (Ongoing)

- Producing skits and freestyles that highlight personality and connect with Gen Z/urban audiences
- Building fan relationships organically through humor and realness

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## Collaborations & Influences

Inspired by artists like FastMoney Ant, 21 Savage, Future, Chris Brown, and Kendrick Lamar. Dream collaborations reflect both creative aspirations and alignment with industry heavyweights shaping today’s culture.

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## What I Bring:

- A direct link to Chicago’s underground and upcoming rap circles
- Lived experience navigating the independent artist grind—from writing and recording to promotion and branding
- Creative instincts sharpened by building my own lane without major backing
- An eye for what’s next—both visually and sonically
- A drive to evolve not just myself but other talented artists with potential

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## References & Portfolio

- Music: <https://youtube.com/@24trav?si=EIG2ofJ7JbcF9gMM>

- Social Media: Instagram @king\_trav74
- Press/Features: Rolling Hype:

<https://rollinghype.com/24trav-brings-chicago-grit-and-momentum-with-dance-and-more-to-com/e/>

Music Times UK:

<https://musictimes.co.uk/2025/05/07/meet-24trav-spreading-positive-vibes-through-music/>

We Speak Media:

[https://wespeakmedia2.com/the-rise-of-24trav-a-new-era-of-positivity-in-music/#google\\_vignette](https://wespeakmedia2.com/the-rise-of-24trav-a-new-era-of-positivity-in-music/#google_vignette)

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Education

William Rainy Harper High School  
06/20/1999-05/21/2015

Let's connect and build.

I'm ready to help scout and shape the next wave of raw, real talent that aligns with bold vision.