

Talent Spotlight

Where tech tips, sustainable fashion, a musician turned 'quest' video game character, and nine others are making waves in the world.

December 2022

Talent Spotlight

Welcome to the second edition of Opus Agency's Talent Spotlight Report, brought to you by the Strategy team!

Get informed on **what is happening** in the world and pop culture.

Read the highlights on which **cultural shifts, emerging trends, and consumer interests** are influencing media and talent.

Check out **emerging personalities and talent** to keep an eye on and consider for future stage opportunities.



What's Ahead

**Engagement
Trends**

1

**Speaker and Host
Recommendations**

2

**Entertainment
Trends**

3

**Talent
Recommendations**

4

Engagement

This a reminder...



Engagement Trends

What content and people are grabbing consumer's attention

Automation, AI, and Next-Gen Connectivity

Of [emerging tech trends](#) getting the attention of consumers and venture capitalists, the top trends are surrounding next-level process automation, virtualization, and faster connectivity through 5G and the Internet of Things.

Sustainability & EDI

Efforts to create a more inclusive and sustainable society has been on the forefront of consumer priorities. Now more than ever, consumers want to support industries, companies, and people that reflect these shared values and work towards progress.

Micro-Influencer Dominance

Micro-influencers, those with followings between 1-100k, interact with the public at a [60%](#) higher engagement rate than more popular social media influencers.

Engaging Expertise

People stand out best when sharing their expertise with viewers, while also making it engaging. A developed personality, production quality, humor, and content delivery are all equally important to viewers as the expertise being shared.

Cultural Moments

Latest news in Media, Music, and Pop Culture

DRX beats T1 to win 2022
League of Legends World
Championship

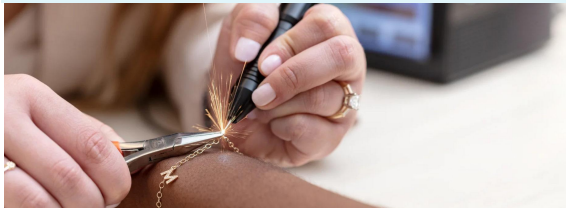


Congress to hold hearing on
Ticketmaster problems after Taylor
Swift debacle

A comprehensive guide to how
Elon Musk is changing Twitter



Permanent Jewelry Locks In Customers,
Sets Off Metal Detectors



2023 Grammy Nomination List
Revealed, Beyoncé Leading with 9

Disney Debuts First Plus-Size
Protagonist in Powerful Short
Film About Body Dysmorphia



Emerging Voices

Speakers & Hosts


Aja Barber (she/her/they)

Industry of Focus: Sustainability, Fashion, and Equity

Aja Barber is a writer, stylist, educator, and consultant whose work deals with the intersections of sustainability and the fashion landscape. Her work builds heavily on **ideas behind privilege, wealth inequality, racism, feminism, colonialism** and how to **fix the fashion industry** with all these things in mind.

Aja has written for a plethora of sites, including Eco-Age, The Guardian, CNN, and Selfridges, and given many talks on making the fashion industry **slower, more ethical, and more inclusive**. Aja's first book, 'Consumed' is available for pre-order, but their main following has been built through the daily microblogs published on their Instagram, that now sports **253k followers**, as well as daily posts created exclusively on Patreon.

See for Yourself:

 [Educational Course by Aja Barber](#)

 [Instagram](#)

 [Twitter](#)

 [Website](#)



Jessica Naziri (she/her)

Industry of Focus: Technology and Media

Jessica Naziri is an entrepreneur, tech expert, content creator, and self-described “chic geek”. She specializes in **tech reviews for the non-techie** through her social media channels, and is the founder of [TechSesh](#), a technology lifestyle brand committed to **propelling, elevating and inspiring females into the tech industry** through events, storytelling, and branding.

Jessica offers consumers, brands, and her 34.7k + followers a more personal, friendly experience and has been recognized by several well known publications: *Inc. Magazine* noted her as the **#1 “Women to Watch in Tech”** and *Create and Cultivate* listed her as one of the **“Top 100 Women in Tech”**. She has appeared on CBS, CNN, TechCrunch, The Washington Post, NPR, Business Insider, and more, and is continuing to grow her audience of inspired women in tech.

See for Yourself:



Madeline Mann (she/her)

Industry of Focus: Thought Leadership and Career Development

Madeline Mann is an HR & Recruiting leader who has built an audience through her award-winning job search YouTube Channel that has become a successful TikTok, Instagram, and LinkedIn personality, **Self Made Millennial**. Named a "Top 10 YouTube Channel for Job Seekers," and a "Top 5 Career YouTube Channel.", Mann is known for "**finding the glory in your story**," to enable any professional to land high-paying job offers for seemingly unattainable roles through her online content, free templates, and 1:1 coaching.

Mann's bubbly personality and career coaching programs have led to thousands of success stories, a Youtube audience of over 266k subscribers, and her work being featured on ABC, Bloomberg, New York Times, and more.

See for Yourself:



Michael Yo (he/him)

Industry of Focus: Comedy and Entertainment

A 2-time Emmy nominee, podcast host of “Yo Show”, star of the Apple TV+ series “Amber Brown”, and fresh off his critically acclaimed comedy special “I Never Thought,” Michael Yo is a comedian, actor and host keeping busy in all of Hollywood’s platforms.

Michael Yo got his start **under the wings of Chelsea Handler and Jo Koy**, and now acts, hosts, and headlines all over the country. He has built his fandom through a variety of platforms over the years, and whether you discover him through radio, acting, or stand-up comedy, Yo’s balance of his **boisterous, joyful personality** with his **dry authenticity** draws his audience in, and makes him a stand-out in the entertainment industry.

See for Yourself:



Snows (he/him)

Industry of Focus: Technology and Media

Snows is the host of Boot Sequence, a tech Youtube show launched in 2018 that features the **latest tech, product launches, trends, reviews, rumors and more**. While Snows' tech expertise covers a variety of topics, his content focuses primarily to the **computer processor/software industry**, and emerging technologies within that space.

Although Snows is a rather **elusive personality**, he has built the Boot Sequence followership up to nearly 50k Youtube subscribers through his **candid tech reviews, expert analysis, and engaging personality**. Boot Sequence videos are usually around 5 minutes, with the goal to always give as much information as concisely as possible. With a dedicated yet small viewership, Snows has been able to **cultivate a loyal community** through interacting with comments, and encouraging viewers to engage with each other as well.

See for Yourself:

 [Youtube](#)

 [Twitter](#)



RECAP



Aja Barber
Writer/Stylist - Intersectional Fashion
ajabarber.com



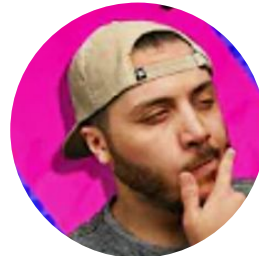
Jessica Naziri
Content Creator and Entrepreneur
Founder of TechSesh



Madeline Mann
HR Leadership and Career Coach
Creator of Self Made Millennial



Michael Yo
Actor, Comedian, and Podcaster
michaelyo.com



SNOWS
Tech Youtuber
Boot Sequence Youtube Channel

Entertainment

This a reminder...



Entertainment Trends

The latest in music, film, and social media

New Ways To Find New Music

Music fans ages 18-29 increasingly find new music through video games, movie streaming, and social media.

'Billy on the Street' Style Content

Spontaneous competitions, challenges, and interviews that provide a peek into certain demographics and/or everyday people's thoughts are dominating every Tik Tok and IG algorithm.

Fall Sounds

Folk, jazz, and slow beats dominate this time of year as people move towards slower, cozier lifestyles.

Full Force Nostalgia

People tend to use the fall and winter to rewatch shows and listen to old music, as it brings comfort and familiarity during the colder months.

Emerging Talent

Japanese Breakfast

Japanese Breakfast is an experimental pop band headed by Korean-American musician Michelle Zauner (she/her). Their imaginative and unexpected musical elements coupled with hauntingly beautiful lyrics and hypnotic beats has made an impact on the music industry, with their recent album, *Jubilee*, garnering them nominations for **Best Alternative Music Album** and **Best New Artist** at the **64th Annual Grammy Awards**.

Their unique sound, image, and modes of connection with their fans has made Zauner a beacon for their fans to relate to and be inspired by. She fosters this connection through her music, writing, and sharing her interests of video games and art with fans. Their website even features an embedded “[quest](#)” video game, where you can play as Michelle and interact with the bandmates on a retro space-y adventure.

Zauner is also a successful author, with her memoir, “*Crying in H Mart*”, becoming a NY Times Bestseller, and being featured in Entertainment Weekly, Time Magazine, and [Barack Obama’s 2021 Favorites List](#).

See for Yourself:



[Youtube](#)



[Instagram](#)



[Crying in
H Mart](#)



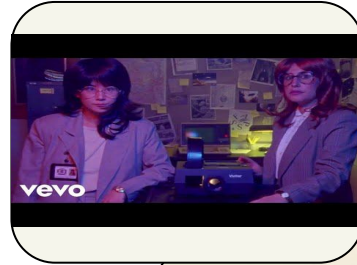
[Spotify](#)



[Tik Tok](#)



[Website](#)



Jenny Lewis (she/her)

Jenny Lewis is a child actor turned indie folk singer/songwriter/guitarist, who was best known for being the lead singer and guitarist for the indie rock band Rilo Kiley, before going solo in 2007.

Her solo career hasn't strayed in sound from her time at Rilo Kiley, with her music holding true to her indie rock background, **with a Fleetwood Mac meets Kasey Musgrave vibe**. However, her individuality explodes through her creative vision, and is known for her **bold, glittery, rainbow outfits, shaggy hair, drinking Modelo on stage, and her pink-retro-cowboy aesthetic** in her videos and album art.

Her critically acclaimed album, *On the Line*, earned her mass recognition after it's release in 2019, and ultimately led to her solo stardom taking off when **Harry Styles tapped her to open for his original tour series "Love On Tour"** in late 2021.

See for Yourself:

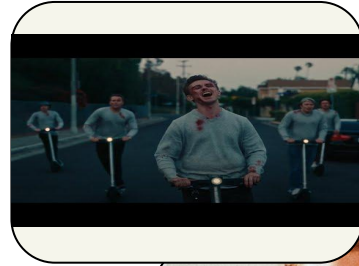


Krooked Kings

Krooked Kings is a indie rock band based in Salt Lake City. Krooked Kings found its humble beginnings in the DIY scene, putting on basement shows around Utah. Slowly but surely, they've been able to **carve out a place for themselves in the indie-rock soundscape.**

With their popularity slowly growing locally, Krooked Kings band member Oli (he/him) took to Tik Tok, where he posted videos of him **working as a barista, and playing their music in the coffee shop he worked at.** He developed a following through his faintly ironic Tik Tok's and has been responsible for their rapid widespread success in 2022. Their story is very **classic to the aspirational musician story:** a group of friends who love music, dropping out of college and working to achieve their dreams. Their story **pulls on the heartstrings** of the public and have led to an online fandom that genuinely cares about them, and their success.

See for Yourself:



Paul Russell (he/him)

Paul Russell is an **LA-based rapper and musician** who got his start as “Paulitics” on the campus of Cornell University in 2016. His creative flow and effortless style have connected with audiences across the U.S., and his music is closely related to not only his **personal story** but the **racial and socioeconomic conditions** that shape our world.

His fame exploded via social media in late 2021, where he has capitalized on a variety of Tik Tok trends and content, including the **spontaneous interview** trend to promote and develop his music; most notably, his single [Ms. Poli Sci](#). His authenticity and experience has captivated audiences through his music, sense of humor, and laid-back social media presence. His **Tik Tok has amassed over 475k followers**, and he currently has 339k monthly listeners on Spotify, where he continues to release new music.

See for Yourself:



Queenz of Piano

Queenz of Piano are comprised of two female pianists that combine virtuosity and the depth of classical music with the atmosphere of a pop concert. Queenz of Piano are **pushing the boundaries between Bach and beats**, and classical and pop music, to create a one of a kind musical experience with modernized classical, and classically remixed pop music of today.

Their **energetic stage show and their charming presentation style** have made them a talking point internationally, and they now present their show in **four different languages** to maximize their reach. In 2018, the South China Morning Post referred to their 5-week tour through China as “A musical extravaganza”, and the duo was **chosen to represent Germany musically** at [EXPO 2019](#) in Beijing.

See for Yourself:



RECAP



Japanese Breakfast
Experimental Pop Band
[Listen on Spotify](#)



Jenny Lewis
Indie Pop Artist
[Listen on Spotify](#)



Krooked Kings
Indie Rock Band
[Listen on Spotify](#)



Paul Russell
Rapper and Musician
[Listen on Spotify](#)



Queenz of Piano
Modern Classical Pianist Duo
[Listen on Spotify](#)

December 2022 Talent Spotlight

Thank you for checking out the second edition of Opus Agency's Talent Spotlight Report!

Have a joyful and COZY holiday season, so we can bring that ENERGY into 2023!

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Questions, comments, feedback?

Contact:

TheTeam@opusagency.com



Thank You.