Leeann Skoda

BIOGRAPHY

Leeann Skoda is a vocalist and songwriter based in Los Angeles. Combining intricately-woven melodies and ethereal, folky vocals, Skoda creates a dreamy kind of Americana. She has spent years performing country and bluegrass music, attracted by its rawness and simplicity, but her songwriting draws from a well of musical influences, from art-rock to Baroque.

A deep curiosity about the human experience drives her songwriting, and she pulls from anything from strange daily encounters to literature. Skoda released her first full-length album Call Me Back Home in 2018 via BIG EGO Records and has also worked as a session singer and "side woman" for collaborators including Psychic Temple and Jason Hawk Harris.

Her latest project, Lucky Penny, features songs that she wrote during a month-long songwriting binge in 2018. This release represents the next phase in Skoda's career. With themes of loss and transformation, the EP has a wide sonic range, from bright and driving to tranquil and reflective. Recorded at Studio PunchUp in Nashville along with a cast of ace Nashville and LA-based players, this record merges pop and Americana in a lush and refreshing way.

LISTEN NOW

THE LIVING ROOM
July 23rd
SOUNDCLOUD

I BELIEVE
September 3rd
SOUNDCLOUD

LUCKY PENNY
November 5th
SOUNDCLOUD

OFFICIAL PRESS PHOTOS

PRESS RELEASE

ARTIST RELEASE SCHEDULE

First Look / Lucky Penny **6/11**
The Living Room **07/23**
I Believe **09/03**
Little Star **10/08**
Lucky Penny **11/05**

TARGET DEMOGRAPHIC CURATED BY:

RECOMMENDED IF YOU LIKE: Neko Case, Emmylou Harris, Esther Rose

GENRE: Americana Singer/Songwriter

AGE & GENDER: 20-40 female

PRIMARY LOCATIONS: Los Angeles, CA Phoenix, AZ Nashville, TN

INTEREST: travel, reading, gardening

REACH AND ENGAGEMENT

BASED ON ADVERTISING AGENDA PER MONTH:

833,300
ANTICIPATED IMPRESSION

12,499
TARGET ACTIONS TAKEN

5% - 624
DESIRED CONVERSION RATE

BRAND PITCH DECK

CROSS PROMOTIONAL PARTNER

A cross promotional partnership is the suggested option for brands who have equal social reach and/or existing promotional budget. Under the cross partnership, the brand and artist agree to equally cross promote each other through shoutouts, takeovers, crossposting, etc. to executing the agreed upon promotional strategy.

PRODUCT PARTNER

In cases where a partner has a physical product that aligns with the artist's aesthetic, the product partner can have their product featured in a promotional giveaway (either physical or digital,) promoted during an event, and/or exchange product with the artist to execute the agreed upon promotional strategy.

ARTIST SPONSOR MARKETING PARTNER

When a brand becomes an artist sponsor, they will endorse the artist's full release campaign. They are included on all content & events and contribute financial assets towards the marketing agenda for the campaign.

POWERED BY

www.agdentertainment.com