

# Coco Peila

Oakland, CA 94607 • 510.228.5869 • booking@cocopeila.com • [CocoPeila.com](http://CocoPeila.com) • [LinkedIn.com/in/cocopeila](https://www.linkedin.com/in/cocopeila)

---

## Music Production/Engineering, Artist/Brand Development & Consultation, Program/Events Management

Experienced leader with multiple years of expertise in all aspects of music production, entertainment business, merchandise and project management, outreach and distribution, promotion, audio engineering, songwriting, recorded and live performances. Instrumental in the creation and distribution of: multiple recording projects, music videos, mixtapes, and album releases. Skilled in anti-oppression training, program & event management, community organizing, facilitation, supporting leadership, community development, outreach, recruitment, community engagement, workshop facilitation, curriculum & program development, artistic identity development and campaigns, artist development, creative development, instruction, and consultation. *Technical proficiency in Keynote, MS Office Suite, Google Docs, Asana, PowerPoint, Excel, Pro Tools, Logic. Conversationally Fluent in Spanish. Mindful Schools Certified.*

### Areas of Expertise

- Music Production & Engineering
  - Artist Development
  - Brand Development & Storytelling
  - Creative Consultation
  - Event Production & Promotion
  - Project Management
  - Program Development & Management
  - Songwriting
  - Songwriting & Creative Writing
  - Workshop Facilitation
  - Youth Development
  - Training & Mentoring
  - Small & Large Group Facilitation
  - Curriculum Development
  - National Leadership In African American Community Organizing
  - Community Engagement
  - Public Speaking/Performance
- 

**YOUTH VS. APOCALYPSE**, Oakland, CA, Jan 2020 – Present

### Director of Hip Hop & Climate Justice

Developed cutting edge “Hip Hop & Climate Justice” department, organizing framework, and accompanying programming. Executive Produced *This Is The Time* EP featuring youth ages 6-19 and Grammy Nominated Artists Los Rakas, Alphabet Rockers, MADlines, & RyanNicole. Introduced and supported development of constituency-based listening circle model.

**BAYCAT**, San Francisco, CA, 2017 – 2018

### Music Production Lead Instructor

Executive produced three albums from conception to creation. Collaborated with filmmaking department. Led middle and high school students to produce their own songs. Taught song-writing and digital music production skills.

**THE MINDFUL LIFE PROJECT**, Richmond, CA, 2014 – 2017

### Instructor, Project Manager

Orchestrated Mindfulness and Hip Hop education and restorative practices instruction in Richmond public schools, developed Hip Hop department & curriculum, and oversaw program growth. Wrote, developed, recorded and produced Hip Hop albums to disseminate the organization’s message, along with event production, as well as and project development; resulting in effective visibility/engagement.

**YOUTH SPEAKS**, San Francisco, CA, 2004 – 2015

### Poet Mentor, Instructor

Served as poetry mentor and instructor, responsible for Hip Hop songwriting curriculum development. Designed and implemented creative writing workshops in public middle and high schools throughout SF/East Bay. Participated in school assemblies and community outreach.

*Additional Experience includes: College Advisory and Hip Hop Songwriting Instructor (2013-2014) at College Track, Music and Poetry Instructor (2013-2014) with SF Jazz, Creative Consultant and Instructor (2005 – 2009) with Youth Movement Records, and Program Development Specialist and Instructor (2007) with Camp Sweeney (Juvenile Detention Institution)*

### EDUCATION

- **Master of Science in Entertainment Business** | Full Sail University, Winter Park, FL 2012
- **Bachelor of Science in Recording Arts** | Full Sail University, Winter Park, FL 2010
- *Advanced Achiever Award- 2012 Keynote Speaker for Entertainment Business Graduate Class, 4-term President – X-Factor (club for Women’s Empowerment), Black Student Union, Mindful Schools Certified*

---

## ARTISTIC ACTIVISM ACCOMPLISHMENTS

**U.S. Women Environmental Leaders Accelerator Finalist: August 2021 Cohort**  
**WOMEN'S EARTH ALLIANCE, USA**

**Co-creator & Trainer Lead Instructor: 2020- Present**

**VARIETY MAGAZINE & THE AFRICAN AMERICAN FILM CRITICS ASSOCIATION, Los Angeles, CA**

Co-developed **The Micheaux Project**, a cutting edge entertainment & journalism youth development curriculum for Variety Magazine, The African American Film Critics Association, & LA's renowned LACES Academy. Trained first teaching cohort made up of group of Variety Magazine, African American Film Critics Association, and LACES professionals.

**Artist Residency: Fall 2019**

**UC BERKELEY, POETRY FOR THE PEOPLE, Berkeley, CA**

"Climate: A Public Intervention" project, part of the Creative Discovery initiative at UC Berkeley. I was commissioned to write a Hip Hop song specifically about climate to promote the Green New Deal. I shared it in an interactive performance in a spoken word class in the African American Studies department, with a Q&A session to follow. I also facilitated student performances in public spaces in Berkeley, Oakland, and San Francisco. These performances spotlight poets of color disrupting business-as-usual during the climate emergency.

---

**Artist, Producer:**

- Executive Music Producer, Lead Engineer & Artist, *The Black Woman Is God*, National Digital Exhibit, *God Code feat. MADlines, RyanNicole, Shy'an G, Talia & Coco Peila* November 13th, 2020
- Executive Producer: YVA – This Is The Time EP feat. youth 6-19, Destiny Arts, & Grammy Nominated Artists Raka Dun, Alphabet Rockers, RyanNicole, MADlines & Creative Director, *No One Is Disposable & This Is The Time* music videos April - December 31, 2020
- Released Single for Earth Day, Whose World? (Green New Deal) prod. Hawk Beatz, April 22, 2020
- Executive Producer & Artist, *Luv N' Hip Hop: Bay Area* EP featuring *ST Spittin*, 2019
- Executive Producer & Lead Engineer, *Unity in My Community, Lights, Camera, Activism!, Summer of Love* albums & Creative Director, *Find A Way & Love Myself* music videos for BAYCAT, 2017 -2018
- Released EP series "I Still Love H.I.M. [Hip Hop In spite of Misogyny]" The Complete Collection, 2013 – 2017
- Exec Producer & Lead Engineer, *The Real Nerds* Mixtapes & Release Parties, Oakland, CA; Orlando FL, 2009 – 2011

**Performer, Musician:**

- COMCHELLA, 2021
  - *Luv N' Hip Hop: Bay Area* Release party at Oaklandish (A conversation about Black Love), 2019
  - Work & performances featured in *May I Be Happy* film, premiered internally at Global Peace, Illuminate, and Human Rights film festivals amongst others
  - *Run Deep* highlighted by Elton John & broke 3,000,000 plays on Spotify alone, 2018
  - Featured on Deva Mahal's Women's Empowerment Anthem *Run Deep*, 2017
  - Opened for Talib Kweli at the Life is Living Festival, Oakland, CA, 2016
  - Headlined Empowering Women of Color Conference, UC Berkeley, 2015
  - Performed with The Pharcyde and Slum Village on the "Welcome to Dillaville Tour," 2014
  - Covered in East Bay Express for debut project (I Still Love H.I.M. [Hip Hop In spite of Misogyny]" Part 1), 2013
  - Performed for President Barack Obama, & featured in The International Museum of Women, 2008
  - Toured Guatemala & Headlined El Teatro Nacional de Guatemala, Loco Bloco, 2007
- 

## EXPERIENCE HIGHLIGHTS

**PEER COUNSELING, 2002-present**

International organization that teaches peer counseling tools to develop leadership worldwide to end oppression:

- International Leadership Team for African American community development since 2003
- Led the International African Heritage Women's Caucus and Bi-Coastal National Women's Caucus workshops (2005 – 2010)
- Ally/participant in Puerto Rican Liberation, San Juan, 2012
- International training for people of color in responding to the climate emergency, 2015-present
- Building Black Peer Counseling in Oakland 2016-present. Organizing/assisting introductory sessions for African Heritage people, assisted Black Women's Support Group 2017-2018, Black Women's Fundamentals Class 2019 – 2020, and Black Women's Ongoing Class 2020 - Present.

