

MARCUS BLACK

RAPPER + SONGWRITER

LOS ANGELES, CA

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SYNOPSIS

Marcus Black is an American rapper/writer from Southern California's Inland Empire. He is currently signed to independent record label Blue Collar Music Group, where he also serves as President of the label. For most of his career, the Chicago bred, California raised emcee went by stage name 'Paypa.' It was under this moniker that the rapper was able to build a local buzz and an early fan base.

EARLY YEARS

September 2nd, 1986 Marcus was born to military parents, stationed in San Diego, CA. He spent his early childhood back and forth between Chicago and California. Some of Marcus' earliest music influences were rappers such as Kanye West, Bump J, Common, Snoop Dogg and Tupac; who unquestionably played a pivotal role in Marcus' love for rap and his overall sound.

Marcus attended Moreno Valley High School in California, where he graduated in 2002. Shortly after graduating, he began receiving interest from record labels.

In 2004 Marcus inked his first record deal with Spencow/Motown-Universal. Although newly signed, he was released shortly because the label was shut down.

Being released from his first record deal would prove to be a difficult time. In 2008, after a brief hiatus from rapping, Marcus regrouped and decided to sign an independent deal. For the Southern California rapper this was new life. A shot at redemption -if you will, and he delivered.

TUNNEL VISION - NEW RECORD DEAL

In 2010 after the release of the Tunnel Vision mixtape, Datpiff called Marcus "Chicago's fastest rising artist." The tape was hosted by two of hip-hop's most notable DJ's, DJ Drama and DJ Khaled. Marcus included several guest features on the tape such as Jim Jones, The Game and Rick Ross.

Marcus' buzz continued to grow and in late 2010 the independent label he was signed to completed a joint deal with SRC/Universal - the home of Lady Gaga, Akon and other major artists.



The excitement for the new signee was apparent. The label's plan was to parlay the shockwave of the new deal with the buzz garnered from the Tunnel Vision mixtape. Marcus was set to release two projects that same year: Tunnel Vision 2: Ramadan Season, followed by his debut LP, Feel Good Music.

COCAINE BUST

Again, success for Marcus Black was short-lived. On November 1st 2010, the label owners were arrested in a major cocaine ring bust. It was a huge case, which ultimately led to the collapse of his second major deal.

Universal was forced to step away. The indie label collapsed; and again Marcus was left alone to pick up the remaining pieces of what was set to be a promising career.

NEW BEGINNINGS

Compton rapper, The Game was very instrumental in the resurrection of Marcus. Many rappers, managers and producers weren't interested in working with Marcus due to the negative publicity surrounding the label and his team.

The Game, however, who Marcus had worked with in the past on records such as "I am Bitches" didn't let that stop him from continuing to build.

Marcus was looking for a new start, a new image even. It was apparent that if he were to give his rap career another go, he would need to do things differently, so he decided he would change his stage name and join the independent label BCMG (Blue Collar Music Group) where he is currently an Artist & President.

Marcus credits The Game for his name change, during a late night studio session with Kanye West, The Game suggested he should go by Marcus Black. Marcus apparently always had an affinity for wearing all black attire.

Though simple in appearance, it was always important to him to express his pro-black likeness. The name change was empowering for Marcus. To him, it was an opportunity to discard of the past. He started fresh and began to record some of his best work.

Lyricaly Marcus reached new heights. All the rapper had been through in his tumultuous career, is channeled in his new music -- you can literally "feel his pain." Marcus Black has risen through the fire and is back, and better than ever.

In 2016, Marcus had the opportunity to open up for The Game during his "1992: Block Wars Tour", which allowed him the opportunity to grow an International fan base, and get back in the spotlight.

These days, Marcus is not only focused on creating music for himself, but he's writing for some of the hottest artist in the industry. One of the biggest songs he's written was "I would," for Justin Bieber.

Currently Marcus is working on the release of his new mixtape and has joined the cast of VH1's Monday night phenomenon tv series, Love & Hip Hop: Hollywood, that premiered July 24th.

The Marcus Black story is just starting to unfold, and after 10 years of blood, sweat and tears the world is finally being introduced to this creative genius --- and the industry's best kept secret soon will be a household name.

All business inquiries contact joi@bluecollarmusicgroup and you can check out some of his past and current projects on www.therealbcmg.com.