



MX

The Profile of MX 2020

Musician | Content Producer
Digital Designer.



Contents

- Biography/About
- Discography
- Highlights/Performances
- Stats/ Audience
- Brands Worked With

Biography/ About

Mvelo Xolani (MX) Gwambe born on 26th of March 1991, South African Musician/ Artist songwriter, who grew up prominently in his hometown Durban, KwaZulu-Natal. However grew up moving around the provinces KZN, JHB, & Cpt this exposing him to a nomadic lifestyle, although home was always in the townships (eMandeni) & rural outskirts (eMtunzini) of KwaZulu Natal. His journey as an artist began at a young age, where he participated in school talent shows, and drama shows. MX Started in poetry which then translated to him recording his demo at 15 years old.

The artist from a young age was always attracted to the realm of creative arts & entertainment, as it was his way of being able to completely express himself.

At the age of 18, MX started becoming notable within the entertainment industry, creating a buzz of who is when he was part of a Hiphop Trio Called "Niche Fam, which was formed in 2009. The trio gained popularity due to their videos and songs landing on radio stations & major broadcasters & publications. Some of MX's highlights from the trio include performing at the Fifa 2010 World Cup PVA stages and being the official opening act for Lil Wayne in 2012, in Durban.

MX Graduated & received his qualification Diploma in Visual Communication (Graphic Design) 2014 Juggling his Music career with his Design passion. MX landed a job at award winning design agency, "Gorilla Creative Media" in Durban, as a Junior Graphic Designer, His role evolved into motion graphics/mid weight Digital Designer. He learnt a lot over 2 & half years at the company about the Marketing/Advertising industry,

He also designed for over 20 brands under groups such as Mondelez, Unilever, SAB, SANP, and was part of multiple campaigns that have won multiple awards at Smarties, Loeries, Assegai award ceremonies between 2014 - 2016.

Late 2015, MX released his debut project #IAMXep after registering his Media & Entertainment Company "MXsouthafrica(PTY)Ltd.

2017 'Committed to the vision EP' speak of his character and focus, It is available for Streaming/Purchase on all leading Music Stores.



Discography

IAMX EP (31 OCTOBER 2015)



<https://fanlink.to/IAMX>

COMMITTED TO VISION EP (July 2017)



<https://fanlink.to/bmxB>

WASTED POTENTIAL VOL.01 (March 2020)



<https://distrokid.com/hyperfollow/mx6/wasted-potential-vol-01>



Highlights / Performances

[2015 - ...]

- + Ikusasa Youth Awards, Mzansi Magic (Nominated)
- + Hunter's #Startsomething Campaign (Official MC) DBN + CPT
- + AXE Black Campaign (Voice Over Radio Advert) - 2015
- + Newera Introducing : Top 10 South African Creatives (Creative)
- + Ethekwini Municipality : SMBDowntown Session -2015
- + Absolute : Easter - 2015
- + Gagasi FM Interview with Junior De Rocka & Ntombi - 2016
- + Slikour Balcony Interview on Onlife - 2016
- + Florida Rd, Ukhozi Fm : All Black Celebration (Performance) - 2016
- + NYCA, PMB Charity Gig - 16 June 2016
- + Music Fun Fiesta : Fiesta Christmas, Ulundi Stadium (Performance) - 2016
- + Gagasi FM 10th Birthday Celebration #10love @ Eyadini - 2016
- + Tevo Shox TV advert
- + TheIndependentTour - (South African Tour)
- + Absolute Nightclub, KZN - 2016
- + Petrol Or Milk Bambata Pretoria - 2016
- + The Bank, CPT - 2016
- + Redbull : Corner to corner (DBN- 5 township pop up performances)
- + Touch Central (The Rap interview with DJcapital) -2016
- + F ink Party, Absolute (Performance) - 2016
- + The Fix on Friday,Exclusive Lounge PMB - 2016
- + Azar "Chynaman's Birthday Celebration" 2016
- + My Connect Performance, Virginia Airport - 2016
- + Lyric Theatre Performance (SA Indies Week) - 2017
- + SKYLine,Ballers Experience @Braamfontein JHB - 2017
- + Inanda Fm, Vibe Fm, DYR , Gagasi Fm Radio Interviews - 2017
- + MTVBase 'Word On Street with Sandile' Interview - 2016
- + Hunters' Cider : Rooftop Party #Startsomething CPT - 2017
- + Apperance on 1KZNtv : Born Free Reality TV Show" - 2017
- + ZBK Concert : BraMove Tavern, Live in Eastern Cape Concert - 2017





Brands Worked With

MX has the opportunity to work with some really amazing brands, Be it campaign work, Endorsements (Influencer), Activations(Events) , Here is an overview of some of the great brands/organizations ;



@MXSouthafrica



INSTAGRAM

10 650 Followers



TWITTER

6 041 Followers



FACEBOOK

6 780 Pg. Likes



YOUTUBE

15 000 Views/ 200 Subscribers



SOUNDCLOUD

37 150 Plays

Contact

Contact@mxsouthafrica.com / mvelomx@gmail.com

061 430 7312