



Vershone “Zy” Bowser

New Rochelle, New York

Email/Website: zy@zysart.com / zysart.com

Connect via LinkedIn: [Vershone \(Zy\) Bowser](#)

Also known as: “Zy VB” [Music HERE](#)

Universal Music Group
E-Commerce &
Brand Manager
2019 to 2022

Harry Potter:
The Exhibition
Sales & Marketing
Coordinator
2022 to 2023

AUSTERE Artist House
Artist Developer
2022 to Present

About Me

- I’m dedicated to blending art, music, and storytelling to inspire personal growth and meaningful connections. I have a passion for helping individuals rediscover their sense of purpose and belonging. Conjuring self-awareness, emotional depth, and empowering others to self-determine. This is the foundation and motivation for my work.

Career Aspirations

- ❖ Build a disruptive art brand that creates transformative experiences. Inspiring self-awareness, fostering healthy connections, stronger relationships, and driving meaningful growth in individuals' lives. **The mission is to create art that inspires people to influence and create their ideal lifestyle with time and vitality to enjoy it – rather than allowing fate and opposing daily habits to decide for them.**

Critical Experiences Gained

- ★ Campaign/Store Building & Brand Management at Universal Music Group (Bravado)
- ★ Sales & Marketing Coordination to sell tickets to domestic and global exhibitions (Imagine)
- ★ Artist Coaching & Development across all genres, pop - experimental (AUSTERE)
- ★ President of BX Fraternity (SUNY Oneonta)

Education

- ★ College: Bachelor of Arts, Cum Laude, 3.5 GPA
Music Business, Theatre, Audio Production -
SUNY Oneonta. Ended 1st year with 2.7 GPA.

Self-Education & Courses **Shortlist:**

- ★ Peter Diamandis’ “Fund Your Purpose”
- ★ Mani Vaya’s “Quantum Leap” & “Focus Blocks”
- ★ Lloyd Coenen’s “Artist Freedom Accelerator”
- ★ Natasha Brito’s “Iconic Artist Blueprint”
- ★ Whitney Uland’s “How To Be Famous”
- ★ Alex Hormozi’s “\$100M Offers/Leads/Scaling”

Business Interests

- ❖ Creative entrepreneurship
- ❖ Community building through art and music, education, and merch
- ❖ Coaching and mentorship for artists and students
- ❖ Interactive Exhibitions & Art Galleries
- ❖ Brand collaborations and strategic partnerships
- ❖ Sync licensing for films, shows, and media
- ❖ E-Commerce

Hobbies

- Fitness: Workouts 5-6 times a week.
- Analyzing Documentaries, Shows & Films: Exploring narratives, themes, learnings, and soundtracks.
- Sports: Playing, Watching, & Betting.
- Video Games: XBOX/PC/PSP/Wii kid.
- Writing: Crafting lyrics, comics, and reflective pieces.
- Learning Spanish to become fluent.

Tools & Platform Knowledge

- Logic Pro
- Shopify & Amazon E-Commerce
- Chat GPT / AI LLMs
- Canva
- Adobe Creative Suite
- Microsoft & Google Suite
- Major Social Medias
- Music Data Tools e.g. Chartmetric
- Mailchimp / Email Marketing

Signature Approach / Method

1. Discuss / Learn where we say we want to go.
2. Reverse-Engineer how we’d get there.
3. Analyze daily & monthly actions.
4. Determine if where we say we want to go just “sounds good” or *is truly authentic*.
5. Establish real vision and strategize to create it.
6. Make tangible input changes to influence (**not** control) outcomes.