



Vershone “Zy” Bowser

New Rochelle, New York

Email: zy@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.

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)

Business Interests

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

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

Career Aspirations

- ❖ Build a disruptive art brand that creates transformative experiences. Inspiring self-awareness, fostering emotional 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.

Education

- ★ College: Bachelor of Arts, Cum Laude, Music Business, Theatre, Audio Production - SUNY Oneonta

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”

Hobbies

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

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.
6. Make tangible input changes to influence (**not control**) outcomes.