

# ***split persona***

electronic press kit

# Biography:



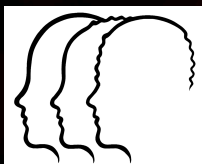
Out of the electrifying lights of **Las Vegas**, Split Persona is revolutionizing the contemporary rock scene by **combining hard rock, metal, and alternative in a unique way**. Blending razor-sharp guitars, infectious synths, and unforgettable choruses, that resonate with both new and old-school rock fans. **Formed in 2019**, they quickly rose from local Reno favorites to national rising stars, **selling out shows with their intense, high-energy performances**.

Led by frontman **Zander**, the band has achieved impressive milestones, with recent achievements such as ranking in the **top 50 on the SMR radio charts** with their single "Hypo" and growing their Instagram following to over 56,000 followers, further showcasing their ability to engage a dedicated fanbase. They also curated **over 100,000 streams on their single "Lies" in just a few months**, have notable collaborations with members of **3 Doors Down** and **Blue October**, and have also shared stages with **Puddle of Mudd, Drowning Pool, Birthday Massacre, Saliva**, and even platinum rapper **Swae Lee** at "The Biggest Little Festival." The band **placed in the top three of Danny Wimmer Presents' "Battle for the Big Stage,"** impressing **over 10,000 live Twitch viewers** featuring worldwide artists. Their following on social media continues to grow, with **two videos hitting over 2 million views**.

Despite setbacks like a worldwide pandemic and **totaling their tour van in an accident on their first tour**, their momentum continues to build. Split Persona is ready to take the next big step toward dominating the modern rock scene.



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# Split Persona's "War Within Ourselves"

## Track listing:

1. FromMe2U
2. WAKE UP!
3. Warrior
4. Bury Me
5. Hypo
6. ILLUSION
7. Nothings//Different
8. Best Regards
9. Walk Away
10. Run And Hide
11. SUPERNOVA
12. War Within Ourselves



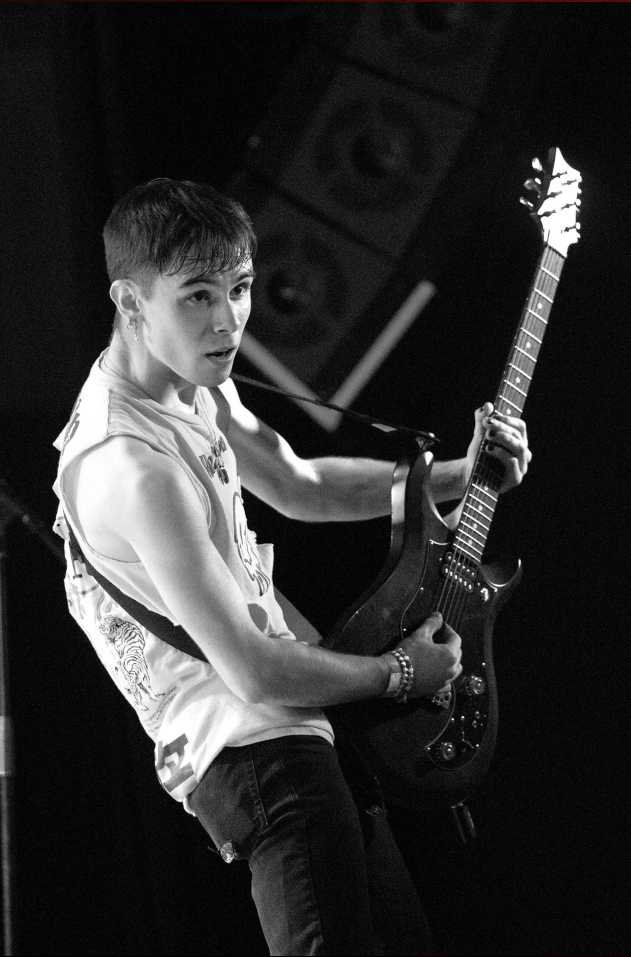
Written over the course of 2022 to 2024 and recorded with producer Blake Loggins (of Flake) in Wichita, Kansas, Split Persona's debut full-length album is a powerful showcase of the band's evolution. This 12-song record seamlessly blends heavy-hitting tracks with softer, melodic moments, offering something for every listener.

Compared to Split Persona's first EP in 2020, this album reflects the growth in the band's songwriting, driven by Zander's edgy and commanding vocals. It captures the heart of the band's journey, appealing to a diverse audience while maintaining the edge and intensity that defines their sound.

As Split Persona's first full-length album, it not only solidifies their place in the rock scene but also highlights their potential for greater commercial success. The band's name, "Split Persona," reflects a musicality that incorporates many different genres. Zander's electric stage presence and uncanny ability to amass a fanbase that spans all ages and live music enthusiasts further boost the band's appeal.

**[LINK TO MASTERS AND FINAL MIXES](#)**

# Notable Press Quotes:



**" Just when you start losing faith in “modern rock” God sends bands like Split Persona to restore it”**

**Hazem Mahani Rucker Magazine**

**"Forgive me for keeping this short, I'm about to listen to it for the 10th time."**

**Loren Sparry - MusicExistence**

**"A dynamic four-piece with a penchant for high energy rock and roll delivering a brilliant stream of hard-hitting, melodic rock cuts that are purpose-built to entertain and impress... all eyes will surely be on Split Persona moving forward."**

**Thomas Bedward - Broken 8 Records**

**\*\*\*"-They demonstrate some solid talent in terms of delivery and songwriting."**

**Jamie Funk - Divide and Conquer**



# Assets

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