



# Scoop DeVille

PRODUCER | COMPOSER | ARTIST | DJ



# WHO IS SCOOP DEVILLE?



**Elijah Blue Molina**, better known by his stage name **Scoop DeVille**, is a 30 year old multi-platinum selling music producer & artist born and raised in Los Angeles. **Rapping at age two, performing at age four, and writing music at age nine; Scoop was just fifteen years old when he scored his first hit single, "Mamacita" by Baby Bash, hitting #26 on Billboard Rhythm charts.** Being no stranger to the music industry as the son of, Kid Frost, veteran pioneer Latin rapper and founding member of super group La-n Alliance. Scoop appeared in his Father's arms for his first music video, "La Raza", at the ripe young age of three.



Having already produced songs for heavy weight "A" list artists **Dr. Dre, Jay-Z, Snoop Dogg, Drake, 50 Cent, Busta Rhymes, Fat Joe, Young Jeezy** and many more; Scoop's unique sound is one key to breaking current Interscope artist **Kendrick Lamar** as a worldwide superstar Hip-Hop artist. Scoop is the only producer contributing two hit singles to the critically acclaimed debut studio album, **good kid, m.A.A.d city**, including the first single, "The Recipe", featuring the legendary **Dr. Dre** and third & current **RIAA Gold Certified** and **Billboard Hot 100 Single**, "Poetic Justice", featuring **Drake**. Combined single sales are more than **1M units** for the two songs alone. The single is also nominated for **2 BET Music Awards, Video of the Year and Best Collaboration.**



**“ GRAMMY NOMINEE [POETIC JUSTICE] ‘PEAKED #6’ BILLBOARD RAP SONGS ”**

**“ [GOOD KID M.A.A.D CITY] EARNED LAMAR 5 GRAMMY AWARD NOMINATIONS ALONG WITH SEVERAL OTHERS. ”**



# WHO IS SCOOP DEVILLE?



The Janet Jackson **"Anytime anyplace"** sample on **"Poetic Justice"** is also considered to be one of the biggest industry deals and publishing clearances of 2012-13. Receiving the clearance from Janet Jackson and producers **Jimmy Jam & Terry Lewis** sent shockwaves through the music industry and is testimony to Scoop's undeniable talent and influence in music.

**Snoop Dogg**, a long time collaborator and friend, has become a **musical muse** for Scoop with strong chemistry on three hit singles: **"Life of da Party"** feat.

# Scoop DeVille

**Too Short**, **"This Weed iz Mine"** feat. Wiz Khalifa, and the Billboard Hot 100 smash-hit single **"I Wanna Rock"**. The record was so successful, it generated over a dozen remixes from over forty major rap artists including the official **"The Kings G-Mix"** featuring **Jay-Z**. "I ain't neva had a record other than **"Deep Cover"** that impacted New York like **"I Wanna Rock"**!", proclaimed the Dogg Father himself in a recent interview.

**With over a dozen records under their belt look for future hits from this duo.**

In 2019, the Scoop DeVille's brand will continue to grow through pop culture channels via key brand partnerships and look for more Scoop DeVille Music with major single releases from artists **Avila Brothers**, **Usher**, **Damian Marley**, **Buddy**, **Swizz Beatz**, **Boys Noize**, **BJ The Chicago Kid**, **Watercolor Werewolf**, And Self Written / Produced Freshman Album.



“ **SCOOP DEVILLE** MUSIC WITH MAJOR SINGLE RELEASES FROM ARTISTS **AVILA BROTHERS, USHER, DAMIAN MARLEY, BUDDY, SWIZZ BEATZ, BOYS NOIZE, BJ THE CHICAGO KID, WATERCOLOR WEREWOLF.** ”





# CAREER HIGHLIGHTS

## SALES

- 1.7M+ combined Tracks sold
- 2.1M+ combined Albums sold
- 1 RIAA Gold Single – “Poetic Justice”
  - 750K singles to date sold
- 3 Singles selling over 250,000 units each
- \$2.14M generated from single tracks
- \$29.7M generated from album sales

## CATALOG RELEASES

- Kendrick Lamar, Dr. Dre, Jay-Z, Snoop Dogg, Drake, 50 Cent, Busta Rhymes, Fat Joe, Young Jeezy, Wiz Khalifa, and many more.
- 10 Songs made into Music Videos

## NOMINATIONS

Kendrick Lamar feat. Drake – “Poetic Justice”

- BET Awards
  - Nominated for Video of the Year
  - Nominated for Best Collaboration
- Nominated for Grammy Award



# CAREER HIGHLIGHTS

## RADIO

- 9 Radio Charting Singles • 2 Top 41 Hot 100 Singles • 5 Top 23 Billboard Rap Songs
- 6 Top 50 Hot R&B / Hip-Hop Songs • 8 Total Top 100 Hot R&B / Hip-Hop Songs
- 2 Top 5 Bubbling Under Hot 100 Singles • 1 Top 15 Bubbling Under R&B / Hip-Hop Songs

## BRAND PARTNERSHIPS

- Adidas print & digital campaign with Dwight Howard promoting Adidas gear and culture.
- Howard Stern:
  - Featured Music Producer
  - Hired to produce two tracks for contest
  - Guest Judge for feature contest
  - One-hour Howard TV segment
  - Feature segment on Howard Stern Radio
- A&E's Bucket List:
  - Featured Music Producer
  - Reality series pairing two celebrities together to accomplish something off their "bucket list"
  - Half hour feature to air on A&E Network, a network focusing on informative and educational programming





# RADIO SUCCESS

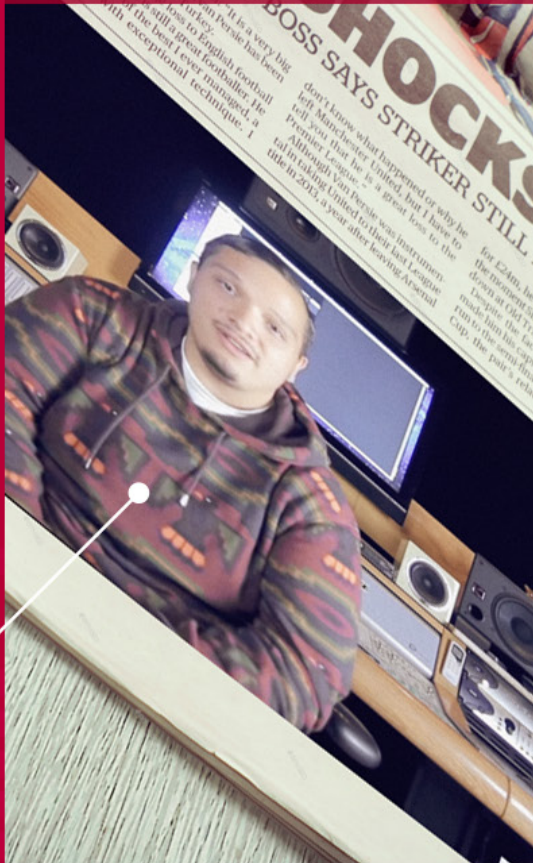
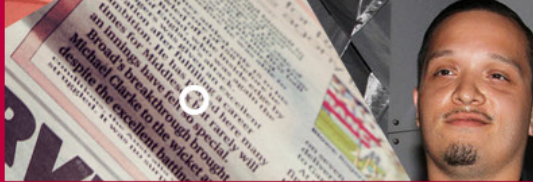
# Billboard

Year	Artist	Title	Hot 100	Rap Song	Hot R&B/ Hip-Hop Songs	Bubbling Under Hot 100	Bubbling Under R&B/ Hip-Hop Songs
2007	Baby Bash (Marcos Hernandez)	Mamacita			#26		
2008	Snoop Dogg (Too Short & Mistah)	Life Of Da Party		#14	#48	#5	
2008	Snoop Dogg	Those Gurlz			#91		
2009	Snoop Dogg	I Wanna Rock	#41	#3	#10		
2010	Fat Joe feat. Young Jeezy	(Ha Ha) Slow Down		#2	#4		
2010	Snoop Dogg feat. Marty James	New Years Eve Song			#66		
2011	Tony Yayo	Haters					#12
2012	Kendrick Lamar feat. Drake	Poetic Justice	#26	#6	#8		
2012	Kendrick Lamar feat. Dr. Dre	The Recipe		#23	#38	#3	
<b>TOTAL RADIO HITS : 15</b>			<b>2</b>	<b>5</b>	<b>8</b>	<b>2</b>	<b>1</b>

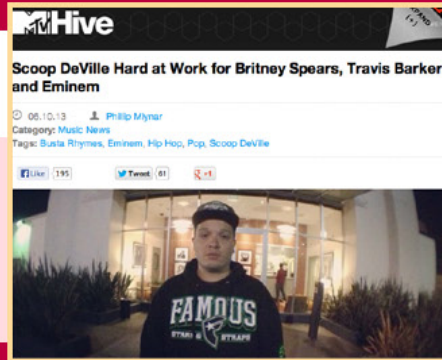




# MEDIA EXPOSURE



Scoop DeVille hard at work for Britney Spears, Travis Barker and Eminem.



Scoop DeVille has a recipe for success.



Scoop DeVille has bangers on his track record... Most recently his production of Kendrick Lamar's smooth Janet Jackson sampled, "Poetic Justice" that's been getting all the rave reviews



Kid Frost's son blows up.



Top 10 Producer of 2012



Snoop is launching his #PuffPuffPass Tuesdays with the Scoop DeVille-produced "El Lay," a permanently laid glide groove tailor-made for smooth drives in fast cars.



# HIT MAKER



**I Wanna Rock** | Album: Malice In Wonderland

Artist: Snoop Dogg

LTD Tracks: 339,736 units | LTD Albums: 289,132 units

Radio: • #41 Billboard Hot 100

- #10 Billboard Hot R&B/Hip-Hop Songs
- #3 Billboard Rap Songs

**Poetic Justice** | Album: good kid, m.A.A.d. City

Artist: Kendrick Lamar feat. Drake

LTD Tracks: 750,820 units | LTD Albums: 921,577 units

Radio: • #6 Billboard Rap Songs

- #26 Billboard Hot 100 Singles
- #8 Hot R&B/Hip-Hop Songs
- #1 Mediabase Top 40 Urban
  - Mediabase HOT Chart
- Nominated for Grammy Award

**The Recipe** | Album: good kid, m.A.A.d. City

Artist: Kendrick Lamar feat. Dr. Dre

LTD Tracks: 268,474 units | LTD Albums: 921,577 units

Radio: • #3 Billboard Bubbling Under Hot 100 Singles

- #23 Billboard Rap Songs
- #38 Billboard Hot R&B/Hip-Hop Songs





# HIT MAKER



## Life of Da Party | Album: Ego Trippin

Artist: Snoop Dogg feat. Too Short & Mistah F.A.B.  
LTD Tracks: 129,831 units | LTD Albums: 414,203 units  
Radio: • #5 Billboard Bubbling Under Hot 100 Singles  
• #14 Billboard Rap Songs  
• #48 Billboard Hot R&B/Hip-Hop Songs

## I Wanna Rock (King's G-Mix) | Album: More Malice

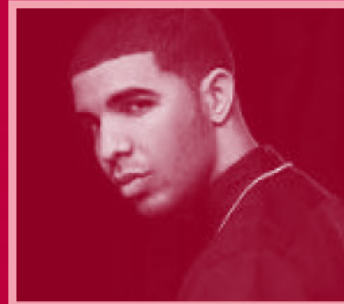
Artist: Snoop Dogg feat. Jay-Z  
LTD Tracks: 72,869 units  
LTD Albums: 362,001 units

## Haha (Slow Down) | Album: The Darkside, Vol. 1

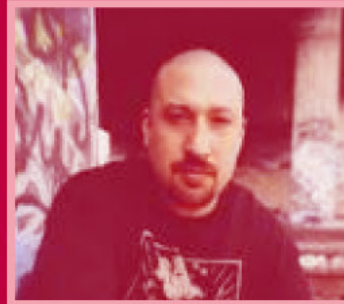
Artist: Fat Joe feat. Young Jeezy  
LTD Tracks: 46,743 units | LTD Albums: 32,933 units  
Radio: • #2 Billboard Rap Songs  
• #4 Billboard Hot R&B/Hip-Hop Songs







○ F E A T U R I N G ○





# BRAND PARTNERSHIPS *WITH* SOCIAL INFLUENCER!

#SCOOPDEVILLE  
#MUSIC #DJ  
#POETICJUSTICE  
#THERECIPE  
#IWANNAROCK  
#HOWARDSTERNSHOW  
#HOWARDSTERNEXCLUSIVE  
#FSAS #FAMOUSFAMILY  
#TRAVISBARKER  
#SNOOPDOGG  
#KENDRICKLAMAR  
#A&E #BUCKETLIST  
#PARACHUTE  
#ADIDASORIGINALS  
#DWIGHTHOWARD  
#LALAKERS

## ADIDAS ORIGINALS

Twitter: 76K followers / 656 Tweets  
YouTube: 37M vid views / 41K subscribers  
Facebook: 13.5M likes / 122K talking about  
Instagram: 587K followers

## HOWARD STERN

Twitter: 1.4M followers / 1,928 Tweets  
YouTube: 6M vid views / 34,604 subscribers  
Facebook: 180K likes

## TRAVIS BARKER

Twitter: 1.32M followers / 10.3K Tweets  
YouTube: 13.8M views / 52.4K subscribers  
Facebook: 1.44M likes / 46K talking about  
Instagram: 511K followers

## A&E TV NETWORK

Twitter: 158K followers / 14.7K Tweets  
YouTube: 78M vid views / 67,905 subscribers  
Facebook: 279K likes

## FAMOUS STARS & STRAPS

Twitter: 39K followers / 3K Tweets  
YouTube: 313K views / 1,380K subscribers  
Facebook: 206K likes / 4K talking about  
Instagram: 36K followers

## PARACHUTE

Twitter: 106K followers / 5,351K Tweets  
YouTube: 1.85M views / 12.9K subscribers  
Facebook: 314K likes

**AKAI**

**Roland**



66 SOCIAL BRAND



16,360 FOLLOWERS / 14K TWEETS



60,128+ VIEWS



2,497 LIKES



8,504 FOLLOWERS





# BRAND ENDORSEMENTS!

## ADIDAS

- Adidas Brand Endorsement feature pairing Scoop DeVille & Dwight Howard
- Promoting Adidas gear within sports, apparel, Music, & culture brand channels
- Print & digital campaign
- ROLLOUT March 2013

## A&E TELEVISION

- Guest Feature as Music Producer
- Reality series pairing two celebrities together to accomplish something off their bucket list”
- Parachute’s (band) (Mercury/Island) dream was to record a HipU Hop song with a legitimate producer
- Scoop collaborated to produce the track featuring Parachute
- The creative process was filmed for a half-hour feature to air on A&E Network, a network focusing on informative and educational programming

## HOWARD STERN SHOW

- One-hour Contest Finale Feature on HowardTV
- Featured segment on Howard Stern Radio
- Guest Feature as Music Producer for Hip-Hop segment, a contest between two members of Howard’s staff
- Scoop is producing two tracks for contestants to rhyme over
- Scoop will be a guest judge for contest finale program to follow production of tracks for judging





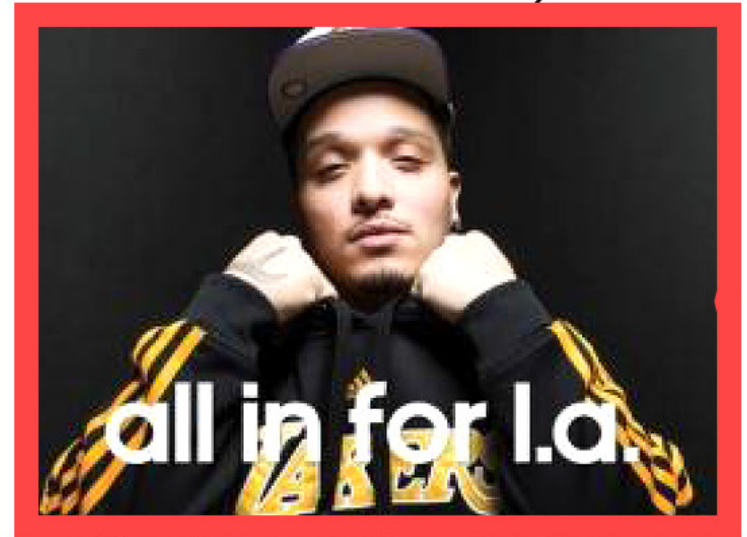
Featured at L.A. Staples Center  
& Carson Home Depot Center

all in for l.a.

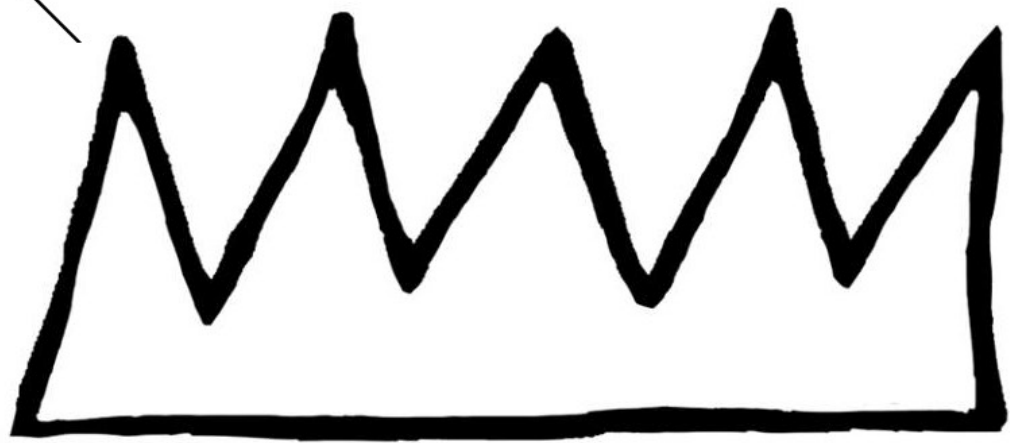
# ADIDAS ORIGINALS!

Adidas Brand Endorsement featuring key L.A. figures including Scoop DeVille, Dwight Howard, B-Real, George Lopez & many more

- Promoting Adidas & LA Lakers gear within sports, apparel, music, & culture brand channels
- Television, Digital, Print, In-store, and social campaign
- Scoop's ad featured life size at L.A. Staples Center and Carson Home Depot Center







## WATERCOLOR WEREWOLF

### Release:

- Transmissions From The 5th Dimension (EP)
- Monster Mash (debut Full Length)
- Surprise collaborations to be announced
- Diplo Remix (Mad Decent) U TBA
- COMPLEX Music & LA Weekly features

### Members:

Scoop DeVille & Michael Sterling Eaton (multi-media Artist/ Producer/ Creative Director; Producer of tracks for Mos-Def, Curren\$y and newcomer Ernie Gaines; as well as creative director, video director and photographer for numerous artists, actors and brands)



“Our philosophy is to be more like abstract painters when we create music,” says Eaton. “We’re less worried about making hits with contemporary pop structure, than we are about emotional response to the sounds. “Almost 100% of our music was done in one take, not just with the vocals but the entire song,” says DeVille.”



# SCOOP DEVILLE LIVE AT



SHADE 45  
SIRIUS SATELLITE RADIO



KCRW  
89.9



REAL  
92.3  
LA's Home For Hip Hop

93.5 XDAY  
HIP HOP BACK IN THE DAY



## FORMATS

- Hip-Hop / Trap / Bass / Indie Dance / Free Bass
- Exclusive remixes, “Scoop-A-Loops”

## RECENT ACTIVITIES

Shot a reality show in South Korea on the major tv network **SBS** called “**Guide to my room**” starring famous female Korean comedian **Narae Park**, got a lot of big exposure around the World specially in **Asia**.

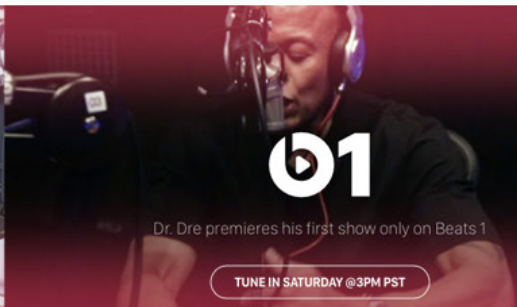
Also working with **emerging 19 year old female singer** from **Brazil** that was a winning contestant on Brazilian version of “**The Voice**” **Jade Beraldo**.



<https://itunes.apple.com/us/playlist/behind-the-boards-scoop-deville/pl.a7a22958e5d442c8b848edde9194d877>



<https://open.spotify.com/user/1268283795/playlist/6bvujt9-shA8EjrObD4X8oY?si=8z1DqR6jRWeJjkx1Cu5yHQ>



“**EXCLUSIVE REMIXES, “SCOOP-A-LOOPS”**”



# SCOOP DEVILLE PERFORMANCES

Saturday 09 June 2018

Niña Dioz, **SCOOP DEVILLE**, Zaturno, and C-Minus  
Delicious Vinyl, Hollywood, CA, US

Wednesday 17 January 2018

DibiaSe, **SCOOP DEVILLE**, Mousey McGlynn,  
STLNDRMS, Daddy Kev, Dj Nobody, and D Styles  
The Airliner, Los Angeles, CA, US

Saturday 29 July 2017

**SCOOP DEVILLE**, MAYNEFRAME  
The Bunkhouse Saloon, Las Vegas, NV, US

Friday 20 January 2017

Juice: Andre Power, Gravez, **SCOOP DEVILLE**, Theo Martins, DJ Spicoli,  
Tek.lun, Gianni Lee, Suga Shay, and Tiger.  
Regent Theater, Los Angeles, CA, US

Saturday 07 March 2015

Abra Ca Dabs 2015  
Dilated Peoples, 2mex, **SCOOP DEVILLE**, C Money, and Demrick Serial Killers  
Los Angeles, CA, US

Friday 20 June 2014

Dâm-Funk Doja Cat and **SCOOP DEVILLE**  
The Well, Los Angeles, CA, US

## RECENT TOURS

Heart-throb performance at **Club Light Mandalay Bay** and  
Multiple tour dates in **South Korea**, **Europe** and the **US**.



“THE ULTIMATE HEART-THROB, “SCOOP-A-LOOPS””



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Contact Us Now

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