

RUBY
IBARRA

rukus, inc.

crybaby

**RUBY
IBARRA**

WHO IS THAT?

Born in the Philippines, Bay Area based Ruby Ibarra spent the first 4 years of her life in Tacloban City. Ruby's celebrated debut album "CIRCA91" in 2017, and consistent touring around the world since, has led Ruby to be featured on the cover of New York Times Magazine and in major media outlets such as The Today Show, CNN, BuzzFeed, NPR and Huffington Post.

 **74K** Followers

 **58K** Followers

 **13.3K** Followers

FACEBOOK

YOUTUBE

LYRICIST

HIP HOP

PRODUCER

SOUNDCLOUD

ALBUMS

FILIPINO AMERICAN

RAPPER

INSTAGRAM

PERFORMER

TWITTER

WEBSITE



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BIOGRAPHY

Born in the Philippines, Ruby spent the first 4 years of her life in Tacloban City before her family eventually settled in San Lorenzo, California. Submerged in the melting pot of the Bay Area, Ruby's adolescent years introduced her to a wide array of cultures, experiences, and most importantly: hip hop, which resonated at every corner of her neighborhood.

As a teenager, Ruby began crafting her own rhymes until she began to develop her own style and became comfortable with sharing her story. She quickly picked up music production shortly thereafter and eventually started performing publicly, starting in the college and local venue circuits.

In 2010, Ruby began releasing multiple videos on Youtube, which created a buzz after several of those videos were featured on XXL Magazine and Worldstar Hip Hop. Her videos, "Game Up" and "Dosey Doe", each amassed over 100,000 views, eventually garnering the attention of DJ Kay Slay, who gave her the nickname, "Hip Hop".

On December 12, 2012, Ruby released her debut mixtape, *Lost in Translation*, hosted by DJ Kay Slay, which premiered that same night on Shade 45 Satellite Radio in New York City. Since its release, *Lost in Translation* has accumulated over 50,000 Soundcloud streams and nearly 100,000 digital downloads.

Ruby's unmatched talent and work ethic has given her the opportunity to perform at large festivals such as Rock The Bells as well as at prestigious venues like the Smithsonian Museum and a headlining, sold-out two day residency at the Getty Museum. Three of her independently released videos even gained over 1M views in less than a week.

Ruby's newly released EP *Circa '91* went on #29 on the iTunes rap/hip-hop album charts, next to the likes of Macklemore and Kendrick Lamar. Following a tour of the Philippines, Ruby was featured as part of the 60th annual Grammy Awards festivities in New York through a music collaboration and performance with Grammy nominee SZA.

Ruby's music has been featured in several TV shows, films and documentaries (including the Sundance Film Festival premiered "A Thousand Cuts") and Ruby has even directed several of her music videos and behind-the-scenes documentaries.





PROJECTS

Ruby has been performing at major venues like The National Mall, The Ford and The Getty Center, in addition to often speaking at empowerment conferences and participating in museum exhibits.

Ruby's original song "A Thousand Cuts" for the PBS documentary of the same name was shortlisted for the 2021 Oscars. Ruby will also make her acting debut in the Tribeca Film Festival premiered "Asking For It" film alongside Vanessa Hudgens and Ezra Miller.

Ruby is currently working on her sophomore album, and is also an ambassador for the prestigious Martell cognac brand.



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SONG WRITING

Ruby is currently a songwriter for the Hollywood TV series "**The Cleaning Lady**", whose debut episode was the highest rated TV episode of a FOX series in the past two years



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GRAMMY

Starring in MasterCard's [#StartSomethingPriceless](#) campaign, Ruby collaborated with Grammy nominee winner, SZA, on a song and music video which was then featured in a commercial for the 2018 Grammy Awards and the 2018 Superbowl.

Monumental billboards of the campaign ran throughout New York City until spring of 2018

[Watch the TV Clip](#)



The GRAMMYs



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ACCOMPLISHMENTS

Ruby has been consistently putting out hits and music videos that are making waves on online platforms like youtube and spotify. Check out the numbers.

US

music video



1.1M views
on YouTube

TAKING NAMES

music video



324K views
on YouTube

HERE

music video



168K views
on YouTube

NO 32

(collaboration w/
Nadine Lustre)



1M streams
on Spotify

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IN THE PRESS

NPR

A love letter to her immigrant mother

[Find out More](#)

VICE

Filipina-American Rappers' Heartfelt Song

[Find out More](#)

PAPER MAGAZINE

You need to listen to Filipino-American Rapper Ruby Ibarra

[Find out More](#)

THE TODAY SHOW

Vaccine scientist by day, rapper by night: How Ruby Ibarra is defying stereotypes

[Find out More](#)

XXL MAGAZINE

Creating music with both substance and lyrical technique

[Find out More](#)

BUZZFEED

9 Underground Female Rappers You Need To Know About

[Find out More](#)

HUFFINGTON POST

8 Asian entertainers who are making a name for themselves in the States

[Find out More](#)

LOS ANGELES TIMES

Now, up-and-coming Filipino American entertainers are being seen and their voices are being heard...

[Find out More](#)

SIRIUS XM

Freestyle on Shade 45's DJ Kay Slay show

[Find out More](#)

WORLD STAR HIP HOP

Female Asian Rapper With Bars: Ruby Ibarra Freestyle

[Freestyle](#) . [Game Up](#)

TEAM BACKPACK

A music media movement created by a Rap Collective

[1.4M Views](#) . [4.4M Views](#)

HOLLYWOOD REPORTER

Ella Jay Basco, Ruby Ibarra on "Gold" Music Video's Positive Anthem for Asian Community

[Find out More](#)

COLORLINES

17 women of color who rocked resistance

[Find out More](#)

RAPPLER

The rise and resonance of Ruby Ibarra

[Find out More](#)

CNN

Fil-Am artist Ruby Ibarra is helping in the COVID-19 fight

[Find out More](#)

NY TIMES

Until recently, to be Asian in America often meant never encountering oneself in popular culture.

[Find out More](#)



**RUBY
IBARRA**

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