

KAROL G, COLOMBIAN SINGER AND SONGWRITER



Karol G, known fully as Carolina Giraldo Navarro is a Colombian singer and songwriter. She mainly sings reggaeton and Latin trap music, hence she is referred to as a Latin trap artist and one of the popular females in the reggaeton scene. However, the artist is also experienced in singing other varieties of music like sertaneja and reggae. Karol G is fast becoming a sensation in the Columbia music industry. She won the Latin Grammy Award for Best New Artist in 2018 and has received a lot of nominations for several awards like the Premios Lo Nuestro award and the Billboard Latin Music Awards.

Karol G was born on 14 February 1991, and grew up in Medellin. As a teenager, she began her singing career on the Colombian spinoff of The X Factor. The singer got her first record contract with Flamingo Records in Colombia and Diamond Music in Puerto Rico few years after, which was where she chose "Karol G" as her artistic name. The first few songs she recorded and released include "En La Playa" in 2007, "Por Ti" in 2008, "Dime Que Si" in 2009 and "Mil Maneras" in 2010 before she went to the University of Antioquia where she studied music and

expanded her experience as a backup singer for different artists like Reykon, recording "Tu Juguete" in 2011 and "301" in 2012.

Karol G took her music career seriously and was interested in acquiring more for herself in the music industry. In order to gain more experience and knowledge as an artist, the singer moved to New York City in 2014 and took music business administration classes. That same year, she released "Ricos Besos" a dancehall song which became a hit in Colombia. Later in 2016, she signed to Universal Music Latino.

Her breakthrough hit was "Ahora Me Llama," a collaboration with Bad Bunny, Puerto Rican singer/rapper. The video got about 756 million views on YouTube and made it to the Billboard Hot Latin Songs as number 10 on the chart and it was listed as one of the best Latin songs of 2017 on "Alt.Latino's Favorites: The Songs Of 2017". The song was loved by many because of its focus on femininity and challenge of hegemonic masculinity. Marty Preciado of NPR described it as a "bass-heavy, unapologetic trap anthem to the power of femininity, soiled in hi-hats and heavy sub-bass that challenges, singing about respect, love and sex-positive decisions."

Later in October 2017, she released her debut studio album, "unstoppable" which was a solid Latin trap movement and debuted at number two on the Billboard Top Latin Albums chart. Karol G used "Ahora Me Llama" as the lead single for the album and included some of her previous recordings.

That marked the beginning of Karol G's success story in the music industry. She was announced as a finalist for the Billboard Latin Music Awards top female artist of the year. In March 2018, the same month she released the jungle-inspired music video for her single "Pineapple". Then in May, 2018 she released another hit "Mi Cama", which became a commercial success. Shortly after, she made it to number eight and number six on the Billboard of Hot Latin songs with her collaborations which featured other artists like Anuel AA, Puerto Rican rapper in "Culpables" and the remix of "Mi Cama" which featured J Balvin and Nicky Jam.

She released another hit song, "Secreto" In late 2018 which became wide spread in Latin America. The single was number five on the US Hot Latin Songs charts and number 68 on the Billboard Hot 100. In the music video, she and her partner Anuel AA publicly confirmed

their relationship, one of the things that made it a sensation. Its “power couple” theme and aesthetic was likened to past videos of Jennifer Lopez and Marc Anthony, as well as Beyoncé and Jay-Z. Anuel AA and Karol G met on the set of the music video for their esong "Culpables", a month after Anuel AA’s release from prison.

They had been secretly dating for a period of time and did not yet publicly discuss their relationship, this event was Part of the inspiration behind the song. Eventually, In January 2019, the couple confirmed their relationship and by April 25, 2019, Karol G was noticeably engaged as she arrived at the Billboard Latin Music Awards wearing a diamond wedding ring which confirmed the couple's engagement. However, after nearly 1 year of engagement, the couple called it quits in March 2021.

She released the album Ocean on May 3, 2019. In July 2019, Karol G released a collaboration with Ozuna, and J Balvin, Anuel AA, Daddy Yankee, on the song "China", which was a heavy imitation of "It Wasn't Me", Shaggy’s 2000 single. The music received outstanding applauds from fans and was a success. "China" was included on the Rolling Stone list of the 10 Best Latin Music Videos of July. with 1,000 downloads sold and 14.1 million streams, “China” topped the Latin Digital Songs and Latin Streaming Songs charts, it also debuted at number two on Billboard's Hot Latin Songs chart on the August 3, 2019 issue. In November 23, 2019, the song reached number one on the Billboard Hot Latin Songs chart and stayed on the chart for 25 weeks. After that, the song was premiered on American television on The Tonight Show Starring Jimmy Fallon on January 10, 2020.

Karol G is a resilient musician who has become a success in the Columbia music industry despite setbacks she experienced in her early music career days. She was rejected by universals record due to her interest in the reggaeton genre as a female, the record didn’t believe a female musician could excel in that genre of music. As a result of that, in a bid to pursue her music career independently, she went on a series of tours with her father where she gained some popularity. All these and more have contributed to her success in the music industry.