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## KEIDA BIOGRAPHY

In 2009, **Makeida Beckford** more popularly known as "**KEIDA**", emerged as a new talent on the Jamaican reggae / Dancehall scene with her debut single "**Jamaican Boy**". The single became an instant radio hit receiving airplay locally and internationally. This paved the way for a great number of collaborations with well acclaimed musicians and producers alike.

Raised by visual artist parents, she developed a love for creative expression at a tender age but did not discover her musical talents until much later (2009). **KEIDA** grew up in the coastal town of Bull Bay, St. Andrew where her and her family learnt to surf, paint and cultivate their artistic talents.

In 2010, she was nominated for the **EXCELLENCE IN MUSIC AND ENTERTAINMENT AWARD** for "**Best New Female Artist**" and won the **JAMAICA STAR PEOPLE'S CHOICE AWARDS** in the categories: "**Best New Female Artist**" and "**Best Singjay**". In 2011 she was selected to collaborate on the ICC Cricket World Cup anthem along with then reigning Soca Monarch Tian Winter of Antigua. Thereafter she featured on numerous shows and social events across the Eastern Caribbean.

She went on to do a promotional tour in the tristate area (New York, New Jersey, Connecticut).

In 2012 she released her first mixtape "**Wickedest Ting**" which featured an extensive 26 songs. After its release **KEIDA** focused her next project more on roots reggae music with the release her first EP "**Ebb and Flow**" in June 2015 as a dedication to the youths.

Between 2016 and 2017, **KEIDA** toured Europe and The United States of America extensively, doing club shows and performing on some of the most world renowned reggae festivals such as **ROTOTOM SUNSPLASH** (Spain), **REGGAE ON THE RIVER** (California), **KEEP IT REAL JAM** (Germany) **CSINALDMAGAD FESTIVAL** (Slovakia) and the likes.

In June of 2018 she was featured on **CHRISTINA AGUILERA's** highly anticipated album **Liberation** alongside fellow Jamaican songstress **SHENSEEA** for their single "**Right Moves**".

The artist is set to release her own debut album early 2019.



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## KEIDA SHORT BIOGRAPHY

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## KEIDA TRACKS

<https://open.spotify.com/artist/60W5voThnCKW5p1iH3KjQZ>

## KEIDA VIDEOS

"Ganja Tea"

<https://www.youtube.com/watch?v=nIQzeFMQJU>

"Stand for something"

<https://www.youtube.com/watch?v=eYMje7wOHs0>



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**“One Love”**

<https://www.youtube.com/watch?v=bbFi1McQItE>

#### **KEIDA SOCIAL MEDIA**

**WEBSITE:** <https://www.keidamusic.com>  
**FACEBOOK:** <http://www.facebook.com/keidamusic>  
**INSTAGRAM:** <http://www.instagram.com/keidaweeda>  
**TWITTER:** <http://www.twitter.com/keidamusic>  
**YOUTUBE:** <http://www.youtube.com/keidamusic>