

Anastasia Hera

Artist, Entrepreneur, Producer, Innovator Anastasia Hera has spent the past decade making waves.

With Billboard charting music, a catalog of five well-received projects, several successful genre-bending collaborations, multiple "Best Female Artist" nods (Austin Hip Hop Awards), recognition from respected media (KAZI, KUTX, Austin Chronicle, Austin American-Statesman), dynamic performances (Sound on Sound Fest, SxSW, Urban Music Fest, Fun Fun Fun Festival, BabesFest, Mayfest), Anastasia has worked to design and define her own niche within contemporary music.

Austin, TX has been a backdrop for Anastasia's remarkable story: beginning as a kid who fell in love with the art of rap, experiencing life as a teenage/single mother, curating a musical career, building organizations, and coming full circle to rap as her lifelong heartbeat and motivation.

Motivation for building a non-profit organization CAKE (Creativity Abundance Knowledge Elevation, 2015) to support women and girls in music. In every step of her career, Anastasia has worked to educate and guide women striving for careers in music, or those just looking for a healthy creative outlet. Because creative expression is self-care, and music is a beautiful place to practice it.

Motivation for curating a phenomenal live music show, among the best in Austin's live music scene since 2019, setting the bar for top-tier sound and stage presence. Anastasia Hera and the Heroes were welcomed as part of the Austin Music Foundation's Artist Development Program in 2021, and were recently announced as one of Sonic Guild's Class of 2023 Bands. This Spring, they played in the Austin City Council chambers as the Mayor proclaimed June 1st "Anastasia Hera Day."

Motivation for launching HERA Tropical Rum (2021), a super-premium all-natural adult spirit. This game-changing addition to Anastasia's brand has been key in elevating her music and mission to the next level. Still, Anastasia ensures that art is first and foremost in the taste and representation of her namesake brand. In the past year, HERA has sponsored/ partnered with countless parties and events, providing sophisticated cocktails, and spreading the word about this Black-owned, woman-led company. HERA Tropical Rum was recently awarded Silver at the 2023 Bartender's Spirit Awards.

Whether she's performing, teaching, or creating, Anastasia's philosophy of "life as art" is evidenced by her hard work and success.