

Shaking up TexMex Music for the Banda Generation

Maybe it's her colorful hair or the stories she weaves in both English and Spanish that remind us of the spark and passion that came from watching TexMex and Country performances as a child, but Veronique Medrano is uniquely herself. Described by KSAT 12's Good Morning San Antonio as "A TexMex artist with a voice as big as the Lonestar State" her one-of-a-kind sound refuses to stay perfectly within the confines of Mexican Regional music. She effortlessly showcases her talents in Country Americana, Latin Pop, Cumbia, and Banda, which now has become a style all her own that is being referred to as TexMex Alternativo.



She has opened up for the following main stream artists:
Alicia Villareal, Daddy Yankee, El Dusty, Michael Salgado,
Siggnó, Duelo, and more.

VERONIQUE
MEDRANO





VERONIQUE
MERRAZO

MEDIA APPEARANCES

Veronique has been featured on a variety of regional and national media outlets. Each publication highlights her influence in the TexMex music space for the current generation of Mexican-American and Latinx audiences.

FIERCE
mitú



GRAMMY.COM



TEXAS STANDARD™
THE NATIONAL DAILY NEWS SHOW OF TEXAS



LATINA



UNIMÁS

San Antonio
Express-News

TexasMonthly



DISCOGRAPHY



(September 2022)



(March 2022)

With over 40 original songs to her catalogue, Veronique's music is a snapshot of her blended Mexican and American roots, her music, art and content are a mosaic of what it is like being a millennial Mexican-American in living on the border in the United States.



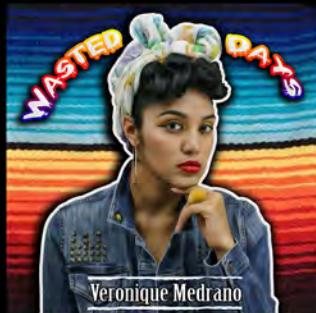
(2021 EP)



(2020 EP)



(2018)



(2017 /Single)



(2016)



(2013)

Veronique's journey thus far can be experienced via her four albums and her newest single releases where she incorporates and expands her Mexican Regional and Tejano influences to create TexMex Alternativo, alongside producers El Dusty and Mariano Herrera.

FROM THE INDUSTRY

“She finds inspiration as an artist from her experiences living on the border, her Mexican-American identity, and her everyday life. You can hear that inspiration in songs like “La Pulga,” “Mi Libre Luchador,” “Loteria,” and “Crying.”

-Futuro Media “Latino USA” 2022

“She collaborated with [DJ Kane from Kumbia Kings and El Dusty] on her new single “Mal Ojo. In the trap cumbia banger, Medrano reclaims her space as a woman in the genre.”

-Latina Magazine (Online) 2022

“[a] Chicana trailblazer [that] shares the importance of preservation for strengthening our cultural identity with other artists.”

-Conjunto Heritage Taller 2021

“Medrano’s music is steeped in the Tejano and Conjunto traditions of Mexico and South Texas. Whether she’s singing at the mic or helping preserve these genres and push them forward from behind her keyboard, Medrano’s passion for her art and reverence for the trailblazers who came before is obvious.”

-CMT Country Music 2022 Almanac ‘The Tennessean’

SOCIAL MEDIA PRESENCE



@Veroniquemedrano



32.4k
followers



21.7k
followers



4.5k
followers

@Veronique956



5.4k
followers



1.2k
followers

With a posting reach of over 100k, Veronique is becoming an active voice and storyteller of the border area using her platform to discuss music and preservation of Mexican/Latino(x) music history in the United States.

POINTS OF INTEREST

(Click on images to be redirected)



"La Pulga" Music Video
500k+ Views
Facebook



Jarritos
Artist Grant Semi-Finalist



Made Right Here Ep.
2.7k+ Views
Youtube



Border Region
Concert & Education Series



Campaign to Induct
Freddy Fender into Country Music Hall of Fame

Veronique
MEDRANO

Booking

MD MEDIA ARTIST MANAGEMENT

Phone: 726-900-4700

Email: veroniqueunlimited@gmail.com

Public Relations

Laura Cervantes

Phone: 832-549-3839

Email: cervantes_laura@yahoo.com