

Why DaniLeigh is Destined to Be a **Music Mogul**

People may call her "the next Rihanna," but she's only interested in being the first DaniLeigh. After starting out as background dancer for the likes of Pitbull, directing a music video for Prince, finding viral fame with Drake's "In My Feelings" challenge, and writing music for J. Lo and Cardi B, she's established herself as a serial hit-maker. Here, DaniLeigh opens up about overcoming insecurity to find her sound, surrounding herself with fellow hustlers, and why she's laser focused on securing the bag.

Clip (DaniLeigh): People around me got to be hustlers, people around me got to be smart. They got

to look good, presentable. All that matters to me. They got to be driven, because I

got goals. I got dreams that I got to do.

DaniLeigh is everywhere and doing everything. She's danced onstage with Pitbull, Alicia Menendez:

> written music for Jennifer Lopez and Cardi B, directed a music video for Prince, and delivered song after song that leaves us feeling empowered, positive, and like

DaniLeigh, ready to take on the world.

Thank you for waking up and being here, you had a really late night.

DaniLeigh: I did, but all my nights are like that, so it's cool.

Menendez: I was told you were going to be in studio late, what is it that you're working on?

DaniLeigh: Right now I'm working on my next album, so I just pretty much got it approved by

> the label. So I already got like seven solid songs, so now I'm just cutting up and just seeing if I catch another quick other one, you know? Just to close it off that-

Menendez: No I don't know. What does that mean, to just catch another one?

DaniLeigh: I mean, make another hit, you know what I'm saying? I just got to stay in the studio

> and just record, that's how I make my music. So let's say I make one on the last day, I'm about to turn in my album. I'll just add that to the album because this is my

second album, so I'm putting it all into it.

Menendez: Do you know when you write a song, when you record a song, that it's a hit? DaniLeigh: Honestly, I think now I just make music that is always good. I feel like I don't really

make a bad song, so where the level of is it a hit or is it a good song, that maybe I

don't know because at the end of the day you never know what's a hit.

Menendez: What's it like once you're in the booth, and you're recording?

DaniLeigh: Hmm once I'm in the booth recording I'm just in my element. That's where I close

> off, and I get to just give what I hear right off the jump. That's my favorite is just being able to be in the booth locked in and just go through my thoughts. What I'm

going through or whatever the case, where the beat takes me.

Menendez: How much of it is iterative as a process of you coming out, listening to it saying,

"That's not right", someone else in the booth saying, "Let's try it another way"?

How collaborative is that process?

DaniLeigh: Yeah, I mean, it really just depends on my situation, like who's with me at the time

> in the studio. I usually just start. I get the beat from the producer, I go in and I literally sit in there, see how I'm feeling, what I'm going through at the time, and then literally just freestyle sing or do melodies. And then usually my brother's with me or my bro Jackson, or my little sister's actually been with me too. So it just depends on my circumstance. If they're like, "Yo, that's it," we're like, "All right, cool. Let's get right into it." Or if they're like, "Let me try something," I'm like, "All

right, go ahead."

Menendez: Your parents are Dominican, but they're Washington Heights Dominicans, yeah?

DaniLeigh: Well, my dad was born in the Dominican Republican. My mom was born in New

York, but they were both raised in New York.

Menendez: What kind of music was in your home growing up?

DaniLeigh: I mean, Dominican music. Bachata, merenque, salsa and then of course R&B is

another one. Hip hop, my dad is a big fan of Wu Tang and the old school classic

hip hop.

Menendez: Where can I hear the Dominican influence in your music?

DaniLeigh: My last album I had a song called Yo No Se. I actually did it with my brother, he's

> an artist as well. So it's a full Spanish song, but I kind of flipped it in my own. I think the way I do Spanish music is like DaniLeigh customized. It has either a trap

influence or an R&B influence but it's Spanish, so it's like my way of doing it.

Menendez: Who were your favorite artists growing up? DaniLeigh: I loved Alicia Keys, I used to always sing her songs. Jhene Aiko is another one that

> I loved. Drake, I've always been a Drake fan. Rihanna was another one, Aaliyah. Definitely Aaliyah was one that I felt like I could sing her songs. I wasn't a huge singer, so the huge Beyonce and all that I felt like I couldn't really sing along with it, so I think what I gravitated to was what I could vibe to or sound good on. So it was either Jhene, Alicia Keys, Aaliyah, Drake. Those were things that was my vibe.

Menendez: Right, well so much of your story is about figuring out that you didn't need to

sound that way in order to be a legitimate singer.

DaniLeigh: Exactly. Exactly. I wasn't confident in my voice at all, I remember back in the day

they'd be like, "Oh, sing". Because my little sister, she was like six years old and

sounded like Beyonce so I was like, "Nah, I'm not singing. I'm cool."

Menendez: How did you end up in this family with so many singers and musicians?

DaniLeigh: I don't know, because my dad, he can kind of sing, but it's not like he can sing

> sing. His sisters sang in church, so it comes from that side. My dad's dad's name was Beethoven. My mom, she was in the streets dancing in New York and modeling in New York, so it was kind of like she had the dance side. I started dance class when I was like 12, so that was a lifestyle, like doing a sport. It was

dance for me.

Menendez: Even if it was a hobby, it became a profession pretty young. I mean, you're 16,

encouraged to move out to LA by whom?

DaniLeigh: Well, I got signed to a dance agency Bloc, and I remember booking a job and

having to fly to LA and then go back to Orlando-

Menendez: That's got to be so trippy as a 16 year old.

DaniLeigh: Yeah, it was too much, so my mom was like, "You know what? Let's go to LA for a

> month and see what could happen. See if we book more jobs, and just get your face out there." And we did it and ended up staying for 10 years. We literally

stayed in a one bedroom apartment-

Menendez: You, your mom, and sister?

DaniLeigh: Yeah, and another girl that I was in a girl group with-

Menendez: Oh, Curly Fryz, I know all about it.

DaniLeigh: Yeah, yeah. So you know what I'm saying? We was all in one little room grinding it

out. Didn't have money, we was in a rental car. It was a grind for real, because

when we were in Orlando we had a nice house. We lived good, but when we moved to LA it was like all right, we starting over and hustling.

Menendez: What do you think your mom saw in you that it was worth that risk?

DaniLeigh: I don't know if my mom saw it as big as what it is now, I think she just had belief in

> me that my little girl is talented. I got signed as a dancer when I had only been training for a couple of years. I picked up really fast, so I think that was the thing she noticed about me. I think for her it was more like a good career decision too, like it could be something dope, it could take off for her daughter. And I loved it,

so she was just with it, you know?

Menendez: You get to LA. Did you work right away, or was it a struggle?

DaniLeigh: As a dancer I feel like... I don't know, I feel like I always had something special

> about me. Anytime I would go to auditions I would be right in the front, I made sure I was presentable. My mom put that in us, instilled that in us. Show off, do your thing. So I think I was good. I would book jobs, and then I had long red curly

hair, so I was different. I would stand out, you know?

Menendez: Wait, what?

DaniLeigh: Yeah, I had long, red, curly hair. It was super long, and no one really had long red

curly hair so when I would walk in it was just like bam.

Menendez: You said dancing paid your bills, and your parents' bills. Was part of going to LA

an understanding that you would keep everyone afloat?

DaniLeigh: No, it was just natural, you know what I'm saying? Any check we got it was like,

> "Yo, put it into the rent". Or put it into ourselves, or dance classes or something. So it was more so of like a team effort. We was all so close, all of our money, we

knew everything, so it was just a close thing.

Menendez: What made you realize you had to quit dancing?

DaniLeigh: When I didn't get the respect as an artist. Because I feel like just because I was

> behind artists dancing, people didn't take me serious that I really wanted to do music. But really, dance paid the bills at the time so what made me be like, "Yo I gotta stop" was the fact that dancing wasn't a lot of real money. I'm like, "I want to

live a certain lifestyle. This isn't it for me". So-

Menendez: What does a dancer make?

DaniLeigh: I mean, you can make 500 bucks on a music video real quick. That's nothing.

> You're there for 12 hours, that's nothing. As a lead girl you can make \$1500, but that's still nothing. That goes. I'm trying to be a millionaire, billionaire, you know

what I'm saying? And I feel like I got something special about me, and it's cool that now I get to show people who I am with my words versus just my movement.

Menendez: So when everybody knows you as a dancer, how do you then help them see you

as an artist and take things to the next level?

DaniLeigh: Well honestly, I think signing to Def Jam was the biggest thing-

Menendez: Yeah, because 2016 you go into Def jam, you meet with Tuo Clark who's the VP of

A&R, and you played him a bunch of pop tracks.

DaniLeigh: Yeah.

Menendez: Wrong decision.

DaniLeigh: Well, when I first had my label meeting it was with Epic with L.A. Reid and Chris

> Anokute and I played all my R&B records, and they didn't like them so they was like, "This is like, no." And then I played some of the pop records I had been doing, because at that time I was really trying to figure it out. I had just broken up with the Curly Fryz so I was like, "Oh shit, can I do this by myself? I don't know if I even

have a powerful enough voice to be by myself."

I really didn't have that much belief in myself, so I was really working with this type of producer and that type of producer and getting so many different records. I'm a super versatile artist, so I can do all the records, they sound good, but was it really something I loved? No, but I was doing them. And then when I played it for L.A. Reid at Epic they loved it, they wanted to sign me off one song. But then I went to Interscope after that, and he loved my Only One record, and that's a straight R&B quitar record, so I'm just like, "Okay, what's up?"

And then the last meeting with Tuo, I was with one of the producers that I did a lot of pop records with, so I played all those records. And he liked me because he liked my swag, he liked my image or whatever but he told me when I left he wasn't going to sign me. Then my producer Yanni came in after, and he was just there to play him beats and to play him a couple songs, and he played him a couple of my R&B records. And then Tuo was like, "Why didn't she play me this?" And he was like, "I don't know." And that saved me, because he was like, "Wow, your tone. It's so different. I see your swag, and dah dah dah." He didn't see that in my meeting,

so thank god Yanni came there and helped me.

Menendez: Isn't that wild, though, because there's such a lesson. Even if you're not a

recording artist, there's such a lesson in you have to know who you are.

DaniLeigh: Right. Menendez: Because I think sometimes coming up I thought if I could show people, "Look, I

can do everything. I can do anything" then it actually makes it harder to place you.

You have to come in and say, "This is who I am, this is what I do."

DaniLeigh: Exactly, and that's what I was having a hard time finding out, but now I'm so

> certain. Now I know exactly what I want. Everything I do is like me. Every song I choose on my album is me, every video. It's a collaborative thing, but it starts with

me.

Menendez: 18 years old, you get an email from Prince. First of all, how did you know it was not

spam?

DaniLeigh: Right, that's what everybody asks. I mean, I ended up getting the contact from the

> email, and it was Maya and Nandy and they were his dancers. So they were close to his team, and they gave me the call. They're like, "Prince wants you to do this,

dah dah dah dah." So that was real for me, you know?

Menendez: What did the email say?

DaniLeigh: Prince the artist request Danielle Curiel, I think it was my full name, to submit a

> choreography submission for his new song Breakfast Can Wait. It was something like that, so yeah. And I was like, "Oh shoot". And then after I sent him the video of me dancing, he was like, "Okay, now I want you to write a treatment and direct the video. I'll give you a whole budget, and I want you to do this. I want to get your

vision for this video". It was great.

Menendez: You realize as you tell this story it's surreal?

DaniLeigh: Mm-hmm (affirmative). Yeah. And it's definitely a huge moment. I even have a...

> Curly Fryz have a song with Prince, so just having a song with Prince is like, Beyonce doesn't have a song with Prince, you know what I'm saying? So it's definitely something I take pride in because it just shows me a legend took recognition in me at that young age, so I'm meant to do this. There's definitely

something special about me.

Menendez: Had you ever directed a music video before?

DaniLeigh: Before that video, no.

Menendez: So what did you do, google how do I direct a music video? How'd you step into

that?

DaniLeigh: Pretty much. I had been in music videos so I was familiar with the set life and

directors, saw what they did.

Menendez: You would hear that you direct a music video for Prince, that Prince takes you on

as his mentee, and that that's a catapult takeoff moment, but it's not really.

DaniLeigh: Mm-hmm (affirmative).

Menendez: Right?

DaniLeigh: No, I think it was just a step for me. It was just a phase. For me, my life is about

> levels. Literally chapters. That was my first chapter, now I stepped into getting signed at Def Jam and dropping my first EP chapter. Then it's going on tour with Teyana Taylor, then it's getting gold, then it's the Kiki challenge for me. Then it's dropping Lil Bebe, that's my first hit. Then it's now Easy remix with Chris Brown.

For me it's just levels.

Menendez: Do you see the levels as you're going through them, or do you only see them

retrospectively?

DaniLeigh: No, I see them as I'm going through. I'm like, "Oh, this is the next level".

Menendez: It's wild to me when I look at... so Kiki challenge, I've watched the video as have

> millions of others. It's wild to me that you had that much success, like actual accomplishments prior to that viral moment, but it's that moment that for a lot of people puts you on their radar which is like you could've had none of what you

had before that.

DaniLeigh: Right. Thank god I did. To me that gives me so much more respect, because I

> could've just been a girl who did nothing and just got out the car and danced real quick and now I'm like, "Oh, let me try to do music now because I have followers". I already was doing this, that was just something that helped the world see who I

was and see me.

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Menendez: Let's talk about your music. Lil Bebe's considered your breakout song. How did it

come to you?

DaniLeigh: Lil Bebe, I actually recorded it in 2017. I was in the studio with Jozzi, ISM, and

> Boori. And ISM played the beat, he's a producer, and I was like, "This is crazy. How old are you?" He's like, "I'm 19", and I was like, "Wow, you a little baby". And then

Jozzi was like, "Little baby" and I was like, "Yeah" and he's like "My lil bebe" and we were just like-

Music: My lil bebe. Change your price tag. There's an upgrade on a watch, yeah.

DaniLeigh: And we kind of just started flowing, she started free styling and then we went in

the booth, did melodies and just wrote it out. And it was a quick song that came out fire, we felt it. And then you kind of have an R&B verse it's like "Been waiting"

it's like-

Music: Been waiting to get with you. Oh yeah, oh yeah. Can't send love through a

picture. No way, no way.

DaniLeigh: It's just different. They said that record's very different, so I'm excited that that was

> my breakout record because I always wanted to stamp on that. I'm a hip hop artist, I'm not a pop artist. Because I feel like all these labels are trying to make me that so I'm like hey I broke with my hip hop record but it still had my taste to it. And it sounded like a record that it was nobody's. You couldn't be like, "Oh, is that this artist, or is that?". My tone sounded so different, you knew it was a new artist.

Menendez: For sure. How often when you go into a development meeting are there other

Latinas in the room?

DaniLeigh: I mean, it depends where I'm at.

Menendez: Is it Latinos understanding you as a Latina, or is it non-Latinos understanding you

as a Latina?

DaniLeigh: I think people sometimes don't know I'm Latina. I think that happens, but I put it

> out there. On my Instagram I got the Dominican flag, I rep it. But people sometimes think I'm mixed, so they won't know what I am. I don't think I look straight Hispanic off the jump sometimes. Sometimes people know and sometimes people don't, it just depends. If you're Hispanic, usually my Latinas know I'm Latina with them, so it just depends. If I'm with a whole bunch of black

> people I could just be a black person too, I could be a mixed girl. So people just

don't know.

Menendez: And is that an asset, or is that a liability?

DaniLeigh: It's cool. I think I like it because I don't get boxed in, you know what I mean? I

> could get boxed in if I looked straight Hispanic or sounded straight Hispanic, only spoke Spanish. It could make me only be able to do Spanish music, or people would only like that. I speak Spanish as well, but that's my first is English, you

know?

Menendez: Play is your anthem for women. What did you want to come across in that song? DaniLeigh: It was just the record where... when I did Play I had just got signed to Def Jam, so

> that was in the beginning. It was just like, "I just made a play". I just made a play, I just got signed. It was just the start of my turn up, happy, motivational records to me. I wanted girls to feel bossed up and kind of say something that males would

say. You know?

Music: I just made a play. I did. Watch me make it rain on a sunny day. Sunny. Bank

account stav-

Menendez: When have you felt most bossed up?

DaniLeigh: When I got my check from Def Jam. That was my biggest check I ever got in my

life. The first six figures in my account, so that was really dope.

Music: Don't need no license plate. Especially how my kicks match my whip, babe.

Menendez: I appreciate how transparent you are about the fact that money is important to

you.

DaniLeigh: Yeah, it is. End of the day-

Menendez: Was it always, or did it become important to you?

DaniLeigh: I think once I started living a certain lifestyle it became more important to me to be

> more of that lifestyle and even more of it. Back then I was cool, but now it feels good to be able to buy sneakers that I love. It feels good to go out and eat at a nice restaurant now and be able to take care of people. You know what I'm

saying?

Menendez: I do, and because is it about status or is it about security?

DaniLeigh: Maybe both. I think security in the sense of feeling secure and feeling like on the

> status tip feeling like a boss. I worked for all this money and I got it, because I work at the end of the day. I'm moving, I'm always working, I'm tired, I'm this and that so to be able to have money, that's what keeps me going to be honest.

Menendez: In prepping for this I've watched a million videos of you, I've read every interview

> you've ever done, and there's a dichotomy about you which is on one hand you do carry yourself like a boss. I noticed that the minute you walked in the room, I notice it every time I read an interview with you. On the other hand, you're very sweet. That's part of your entire vibe. And I think sometimes we ask women to choose between those two things: that if a woman is really sweet then she can't be a boss, and if she's a boss then she can't be really sweet. And so I wonder how you have managed to maintain both elements of yourself, given that so often

women are asked to choose.

DaniLeigh: It's just my personality. I never want someone to walk away from me and be like,

"Dani's a bitch." I don't know if I can curse, I'm sorry.

Menendez: You can curse.

DaniLeigh: Okay. You know, "She's just like ugh". You know? I never want someone to meet

me that way, I always want to have a positive feedback on who I am. I always want

that. You can be nice, and you can be a boss.

Menendez: Lurkin is among my favorite of your songs. Tell me what inspired it.

DaniLeigh: I was on Instagram and this guy that didn't even follow me was looking at my

> story. And I was just like, "So you literally typed in my name to look at my page and you're not even following me, so why you lurking?" Then I was in the studio with Goldie and Kosine and he was playing on the beat, it was kind of like the same situation. That's how music just happened, like the moment. And I was just

like, "Why you always lurking?" And we just thought of-

Music: Why you always lurkin' on my Instagram page? You slide into my DMs-

DaniLeigh: And it was like one of those, and it was so fast. The way we wrote that song was

so fast because it was just so easy. The topic was there, and we were like, "Let's

talk shit about people lurking on Instagram".

Menendez: You co-wrote J. Lo's single Dinero with DJ Khaled and Cardi B. You had originally

written that track for yourself. Why did you decide to ditch it?

DaniLeigh: That record to me, it was dope but it was kind of very... if I'm a new artist I want to

> come out with a project and show who I am first before coming out with a single like that. I feel like if I would've came out with a single like that who knows, it could've went number one for me. That would've been lit, but it was just like I want money. You know what I mean? I felt like it didn't explain who I was, really. So I

think that's why I gave it away.

Menendez: So there's no part of you that's like, "Wait wait, J. Lo wants it? Maybe I need to

reconsider?"

DaniLeigh: No. Mm-mm (negative).

Menendez: You're happy to give it away.

DaniLeigh: Yeah, it's been three years since that song, I'm like, "No, that would be insane".

Menendez: Other people in the industry see you as the next Rihanna. Part of the reason I

think so many of us are fascinated with her is her sound is so unique. It's

undeniable: she's incredibly talented as an artist but she's such a savvy businesswoman, right?

DaniLeigh: Yeah. Goals

Menendez: That's the part of it that you're just like well, I don't know that I saw that coming. So

how do you study that? What's the lesson there? How do you emulate that?

DaniLeigh: Rihanna made herself a brand. She cuts her hair, everybody will go cut their hair.

> She made herself a brand using herself, she's the platform of everything that she does. Her music to her style to her businesses, everything she does is based off of Rihanna being her. So that's how I feel about myself, I feel like I'm a star as well, and I feel like I have a certain style to myself. I have a certain drive to myself so I want to use myself as a platform to make different brands, which is my style. I'm super big in fashion, so I'm inspired by her there. Makeup, she made her money off that makeup so that's another thing that I could do. Just seeing her moves and

how she moves her business, how smart she is. That's where I get inspired.

Menendez: How do you know who to surround yourself with, because that to me as an

outsider is a big part of it too-

DaniLeigh: Mm-hmm (affirmative) it's the biggest part, honestly.

Menendez: You can be mega talented but you have the wrong people around you-

DaniLeigh: You can mess up your whole career. Yup. It's the most important thing. I'm a super

> big energy person. I'm a Sagittarius, so if the energy around me is off, I'll be like, "Ah, what's happening?", so that's the most important thing. People around me got

to be hustlers, people around me got to be smart, they got to look good,

presentable. All that matters to me. They got to be driven, because imagine you just meet a whole bunch of lazy people. What are you going to do? They got to be smart, they got to know what's next. They all got to have the same vision, you

know what I'm saying?

DaniLeigh: I tell everybody around me, "Use me. I'm the bread maker right here, so whatever

> part you have in my circle, be outstanding in it because I'm a artist. I can only do so much, so if you're my director make sure you on it. If you're my makeup artist, start thinking of things we could do and make money off the makeup using me. So I make sure I tell everybody around me, "You got to be the best. That's where I'm

trying to go".

Menendez: And then how often are you assessing and reassessing that?

DaniLeigh: I feel like it's been a lot lately, it's saved me so much, man. I think with more

> success, more money is more problems. People start to change, and it sucks because you really want to stay with people that have been there from the jump,

but sometimes you can't. You can't stay behind because someone's staying behind, you got to be like, "Yo, are you coming with me or not?" because like I said I still got to do what I got to do. I got goals, I got dreams that I got to do so.

Menendez: So have you had to kick someone out?

DaniLeigh: Yeah, I mean, I have had people in my life, and they're not in my life anymore. I

would say that.

Menendez: And what have you learned from that?

DaniLeigh: It's hard. It's one of the hardest things, to be honest, because I get attached. I'm a

> big lover, I have a really big heart so it definitely is hard. It's probably the worst thing, because it makes you feel like damn, am I changing? It's just so much to think about when you're going through things like that because fame is coming

with it all, so it's the industry, so it's a touchy subject.

Menendez: Right. I mean, as you got famous that authenticity and those personal relationships

> get so much harder because you have to have boundaries. So as you get that fame, as you become a bigger star, what do you use as your touchstones to stay

you?

DaniLeigh: I mean, at the end of the day I always have my family-

Menendez: And they check you?

DaniLeigh: Yeah. If I ever end up literally by myself, that's when I'm like, "Yo, I really fucked

up. What am I doing? What's going on?" So I still have the same people around

me, so that's a big thing that makes me stay grounded.

Menendez: You make it all look easy, and you make it look like it's destiny that has brought

you to this moment. Is there a five year plan? Is there a 10 year plan?

DaniLeigh: I plan out my year. I plan out every year that I have, you know, like-

Menendez: So what's this year?

DaniLeigh: This year, I'm about to drop my next album in a couple months and then I have a

> tour planned up. And then the last two months of the fall I'm probably going to take a break and then just go back into it. It's all about recording, getting shows. Now it's stepping into the fashion game, I really want that to be a big part of my

brand and go crazy with that.

Menendez: I have every faith that you can. The next round it's only going to make sense. It's

like you're going to be you-

DaniLeigh: Yeah, yeah, that's how I look at it too. I'm me, you know? Thank you.

Menendez: You're going to be huge. So when I sit down with you again in 10, 20 years, what's

the question you want me to ask you?

DaniLeigh: How you been, girl? What's it like? I mean, you know, it's going to be a good

interview. We'll remember this time, we'll talk about everything back then and then

talk about what's going on now. It'll be big, it'll be dope.

Menendez: Thank you so much.

DaniLeigh: Thank you.

Menendez: Thanks as always for joining us. Latina to Latina is executive produced and owned

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as a community.

CITATION:

Menendez, Alicia, host. "Why DaniLeigh is Destined to Be a Music Mogul." Latina to Latina, Lantigua Williams & Co., September 9, 2019. LatinaToLatina.com

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