



“Without music, I don’t know what I would be able to do in life because it makes me, me!” - Jeriyan



Beats, Rhymes, & Dedication

JERiYAN: A Rising Star at NC A&T

North Carolina A&T is home to a diverse and very talented student body, and among A&T’s students there is one whose passion and dedication to music is setting him apart—Sophomore Jeriyan Jordan. Known by his artist name, JERiYAN, he’s a rapper and songwriter with a strong drive to make a mark in the music world. Although he is only 20 years old, Jeriyan is already building a reputation as an artist, he is committed to his craft and determined to succeed. With a strong foundation in his music and a growing fanbase, he’s ready to take the next step in his career.

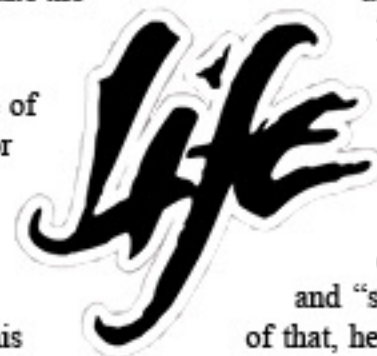
Jeriyan’s music journey started at the age of 14 or 15 when he first discovered his love for music. “I had always been around music but at that age, I started to love the process of making music, and started my journey.” He began writing and experimenting with his skills as a rapper and songwriter, and this started as a hobby but soon grew into a passion, by the time he turned 18, Jeriyan had produced his first album—a huge milestone in his development as an artist.

Since then, Jeriyan has been redefining his sound and drawing inspiration from many sources. His unique style makes him stand out from other artists. “I want people to feel something when they hear my music,” he says. Whether it’s motivation, nostalgia, or just something they can vibe to, I want my music to mean something.”

Beyond his music, Jeriyan wants to build himself and his brand on social media. Towards the end of 2024, he started his clothing brand ‘Life Is A Puzzle.’ “I wanted to really grow. One day when I’m big I want to be known for more than just my music, and I’ve always wanted to have a clothing brand,” he said. In an era where social media plays a crucial role in

an artist’s success, he understands the importance of engagement and visibility. He actively promotes his work on platforms like Instagram, TikTok, and YouTube, sharing snippets of new songs, behind-the-scenes moments, and glimpses into his creative process.

Jeriyan has recently gained more and more followers. Recently, he had one of his videos do numbers. His song ‘PERFECT TIMING’ he released on February 7th, 2025 got 10,000 views, this is his most viewed song to date, and his music videos and songs have recently been getting 2k-3k views. When asked about this milestone he said “When I first hit 10,000 views, I felt like I was a part of something big and upcoming, that was the moment I felt very motivated and told myself, keep going and don’t stop at all!”



LIFE IS A PUZZLE CO.

When reflecting on his journey, Jeriyan talked about how he used to pay for studio sessions, and “some people had scheduling problems. “ Because of that, he said, “I started to get my own equipment so that I could make music myself and learn how to engineer my voice in music.” This experience helped him grow as an artist and helped him be able to truly learn and grow into who he is today, the journey to get to where he is is never easy, and he isn’t done, he still has a lot more to learn and a lot more he wants to do in his music career. “I’ll never give up making music. Without music, I don’t know what I would be able to do in life because it makes me, me!” He also added “To anyone who wants to make music and be an artist, make sure you take it very seriously. If the music is good to you, think positively about what you made and turn it into something big because people love good music. Keep believing in yourself, praying, and working hard.”

