



AMIRA DAUGHERTY (AMIRAUNPLUGGED)

AGE: 24

LOCATION: STONE MOUNTAIN, GA

HT: STONE MOUNTAIN, GA

GENRE: POP / ROCK / HIP-HOP

TT: @amiraunplugged

TT FOLLOWERS: 95.3K

TT LIKES: 1.2M

IG: @amiraunplugged

IG FOLLOWERS: 6K

ABOUT...

- Amira was born and raised in Stone Mountain, GA. A third-generation African-American and Muslim woman, she was bullied as a child for her ethnic heritage, but she always had encouragement and support from her family to simply be herself. She spent her formative years listening to music with her father, who Amira says was always writing music. She discovered her own love for songwriting and eventually joined a band, which Amira says was a huge factor in launching her on a musical path. Amira is completely deaf in her left ear and joining a band helped her immensely in building her speech and musical skills.
- Amira was always musically inclined, but never thought of pursuing it seriously as a career. With dreams of becoming an attorney, she started law school during the pandemic. However, because she was quarantined like everyone else, she began posting singing videos on TikTok for the first time. She quickly gained popularity on the platform and has since earned close to 100K followers and 1.2 million views. Going viral on social media finally gave her the validation that music wasn't just a passive interest – it was her main passion. TikTok has become an important community for Amira, as she is able to communicate with other people out there who also experience deafness.
- She describes her music as a hybrid of soul, rock and hip-hop. She does her best to create a "lightning in a bottle moment" with every song. Her intention is to motivate people and help them get through their day by reaffirming that everything is going to be alright. Amira loves that music can bring so many people together, and this has been amplified even more through TikTok. She has followers in countless countries who look to Amira as an inspiration to pursue their own creative dreams.
- Amira wants to achieve industry success, not just for herself, but for her dad (who loves music) and for other Muslim girls out there who yearn for a hero to look up to. Outside of music, Amira has also built an impressive resume in public service – from interning at the CDC to volunteering for the National Coalition for the Homeless, among other accolades. Now, thanks to TikTok, Amira is able to use music as a bridge to connect with more people across the world and help those who need it most.

