

**2026**  
**MEDIAKIT**



**KNEK**

**CHRISTIAN HIP-HOP ARTIST**  
**MUSIC PRODUCER**

**MUSIC**

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# MEET K'NEK



## Christian Hip-Hop Artist | Music Producer

Born in Miami, Florida, K'nek, also known as WesTheTech, developed a deep passion for music by immersing himself in full albums and discographies, studying the art, storytelling, and emotion behind every project. His approach to music has always been intentional, focused on depth, impact, and authenticity rather than trends.

His journey took a defining turn when he embraced his Christian faith, discovering a greater purpose for his artistry. From that point forward, music became more than sound; it became a mission to inspire, motivate, and connect with listeners through faith-driven messages and real-life experiences.

Alongside his work as a recording artist, K'nek founded WesTheTech Productions, a music business platform dedicated to educating and empowering independent artists with the tools, knowledge, and strategy needed to build sustainable careers. Whether creating music as K'nek or coaching artists as WesTheTech, his mission remains the same: to inspire growth, connect with people meaningfully, and bridge faith, culture, and the music industry.

# MUSIC STATISTICS

Although still early in his career, K'nek has already gained traction across major streaming platforms and radio. His music has received radio airplay, playlist placements, and media coverage from outlets such as Holy Culture, Rapzilla, and Jesus Freak Hideout. With a growing digital presence and expanding global audience, K'nek continues to establish himself as an emerging voice in Christian hip-hop.



## RADIO AIRPLAY

K'nek has secured radio airplay in 15+ cities, demonstrating growing demand for his music across Christian and independent radio markets.

Here are a few notable radio stations that have featured K'nek's music:



HOLY CULTURE  
R A D I O

CLEAR  
HITS  
RADIO



KRSM  
98.9 FM | RADIO FOR ALL

ITK COMMUNITY  
RADIO

Genesis  
680AM-92.9FM

BOOST  
95.5



# SPOTIFY STATISTICS



**TOTAL  
STREAMS**

**1.1M+**

**PLAYLIST  
PLACED**

**323**

**MONTHLY  
LISTENERS**

**13K+**

**TOTAL  
RELEASES**

**17**

*These statistics reflect the cumulative performance of K'nek's solo catalog, excluding featured appearances and streams from additional platforms such as Apple Music, Tidal, and others. Total releases include two full-length albums. Data current as of January 2026.*

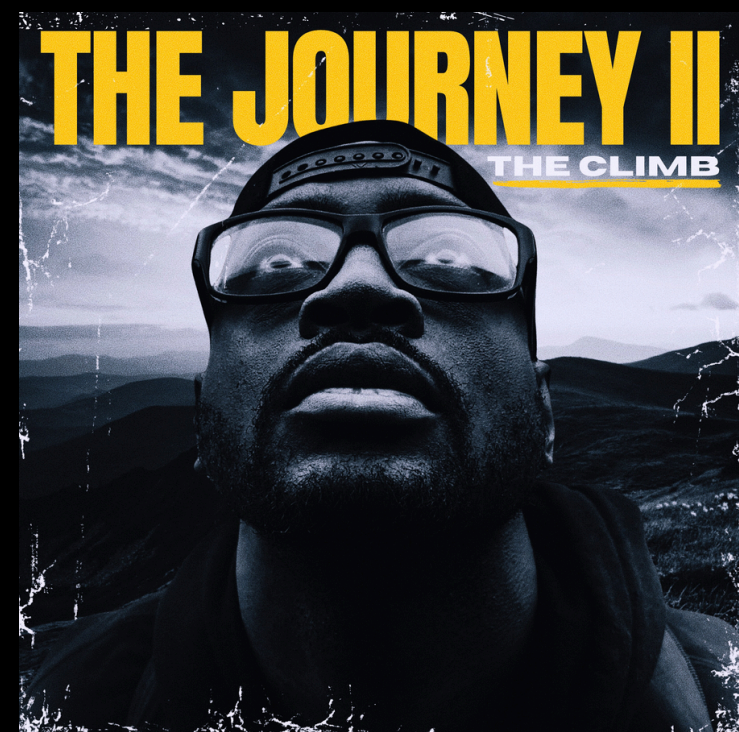
## MOST STREAMED SINGLE



**FEELING LIKE DAVID**

**140K+**

## MOST STREAMED ALBUM



**THE JOURNEY II: THE CLIMB**

**468K+**

# MUSIC AUDIENCE

## TOP CITIES

1. Miami
2. Chicago
3. Philadelphia
4. Houston
5. Jacksonville

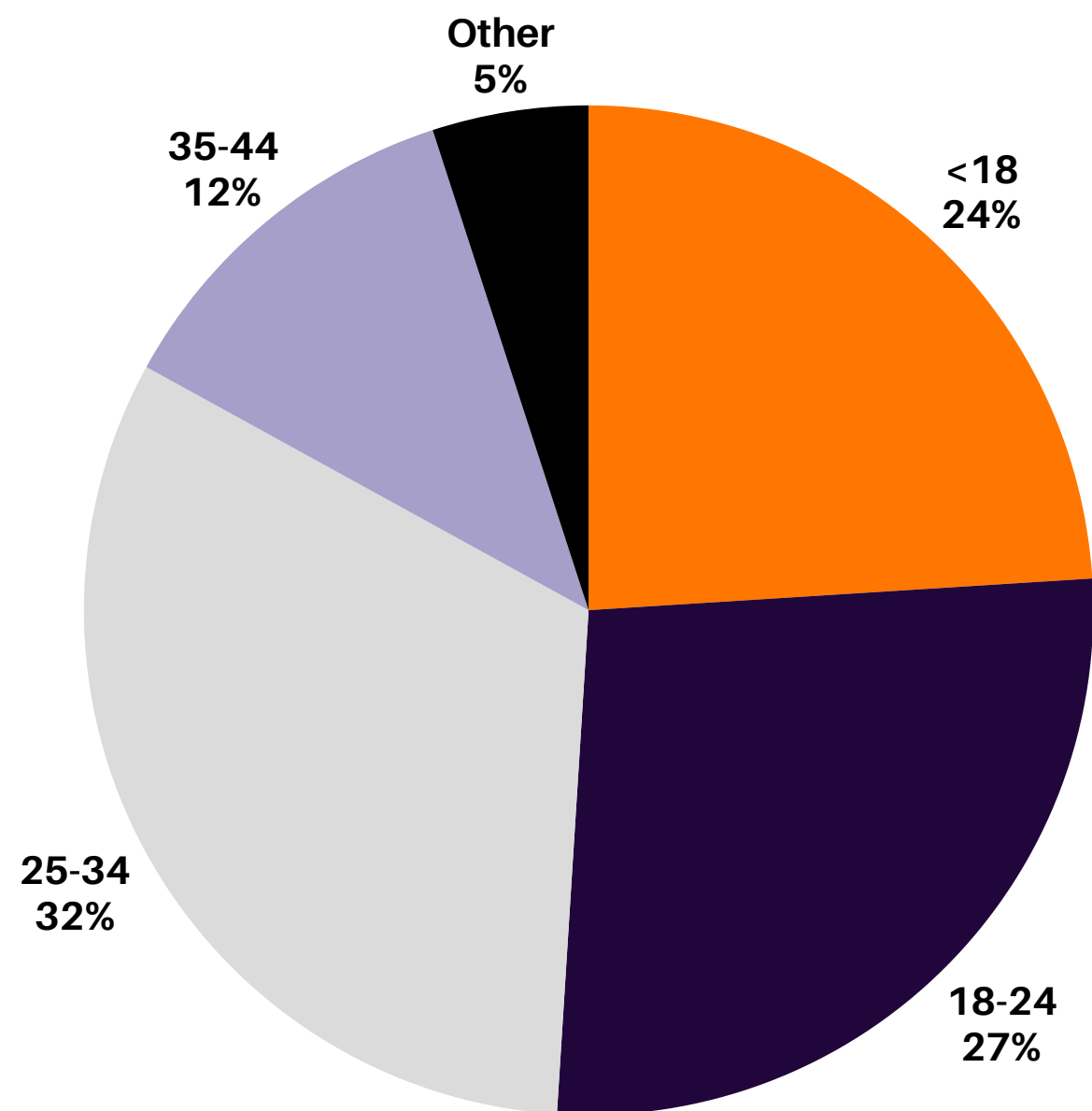
K'nek's strongest listener markets include Miami, Chicago, Philadelphia, Houston, and Jacksonville, with audience presence in more than 50 cities, demonstrating growing national reach and geographic diversity across the United States.

## TOP COUNTRIES

1. United States
2. Brazil
3. Canada
4. United Kingdom
5. Germany

With top listener markets in the United States, Brazil, Canada, the United Kingdom, and Germany, K'nek's music has reached fans in more than 71 countries globally.

## AGE DEMOGRAPHIC



K'nek's music bridges faith, inspiration, and culture, attracting a diverse age demographic with 24% under 18, 27% ages 18–24, and 32% ages 25–34. This broad reach underscores his growing influence among youth and young adult audiences.



**MALE**

**57%**



**FEMALE**

**42%**

## GENDER AUDIENCE

Gender audience analytics indicate a predominantly male listener base at 57%, complemented by a strong female audience at 42%. This balanced distribution highlights K'nek's ability to resonate across genders and expand reach within multiple consumer segments.

# IMPACT ON STAGE

In 2025 alone, K'nek performed at over 10 venues nationwide, including shows in Miami, Chicago, Orlando, and Philadelphia. He has also performed at Flavor Fest, one of the largest and most influential festivals for Christian Hip-Hop. Known for his unique on-stage impact, his performances often incorporate real-life testimonies, biblical scripture references, and motivational messages that audiences can take home and apply to their lives.



# SOCIAL MEDIA REACH



**YOUTUBE**  
17.1K+  
SUBSCRIBERS



**INSTAGRAM**  
6.4K+  
FOLLOWERS



**TIKTOK**  
3.8K+  
FOLLOWERS



**FACEBOOK**  
2.8K+  
FOLLOWERS

*\*K'nek's accumulated social media reach as of January 2026 demonstrates a steadily growing online presence, with continued upward momentum across all major platforms.*

# PRESS COVERAGE

K'nek's artistry has caught the attention of some of the leading outlets in Christian Hip-Hop and faith-based media. He has been featured and reviewed by Holy Culture, Rapzilla, Trackstarz, The BookKeeper247, JesusWired, JesusFreakHideout, and many more, highlighting his ability to connect with listeners on a deep and personal level. Beyond media reviews, K'nek has graced the covers of Free World Magazine and Canvas Rebel, cementing his status as an artist to watch.



“His sound is always centered around motivation, positivity, and spirituality.”  
– **Holy Culture**

“K'nek is a passionate, lifelong music fan, and it's easy to hear the inspiration from multiple different eras of hip hop, all blended together into one cohesive listening experience. The subject matter is just as versatile.” - Scott Fryberger **Jesus Freak Hideout**

“It's rare to hear a project that's this transparent, this purpose-driven, and still sonically engaging from start to finish.” - Ryan Righteous **Trackstarz**

In artistic circles where “the hustle” is often synonymous with burnout and isolation, K'nek argues that choosing to believe in a brighter outcome is the ultimate act of defiance against a culture that profits from our despair.’ - Alexander Davis **Folded Waffles**

“In a world where adversity often overshadows aspiration, one artist stands out by turning the tide with his unwavering faith and indomitable spirit!” – Daryl Ty **tBk247.com**

# BEYOND THE MUSIC

Beyond his work as a recording artist, K'nek is the founder of WesTheTech Productions, a comprehensive music business platform dedicated to educating and empowering independent artists. Through WesTheTech Productions, he offers strategic guidance, industry insights, production support, and mentorship, helping artists navigate the music industry and build sustainable, long-term careers. He is the author of "The 13 Steps to Jumpstart Your Music Career," a guide designed to help aspiring artists take actionable steps toward building a successful music career.

K'nek also runs a full-time music studio, where he produces, mentors, and collaborates with artists across genres. He is well-versed in music production, sound design, beat-making, songwriting, and has even created soundtracks for films.

His dedication to community shines through his long-standing role as a youth leader at First Baptist Church of Plantation for over 15 years, as well as his current position as head music director, guiding worship and inspiring others through music.



## WESTHETECH PRODUCTIONS



WesTheTech Productions' mission statement:

Our mission is to empower independent recording artists to build a full-time music business so they no longer have to work outside of their craft. We also strive to help beginning artists reach their full potential by offering music production services that are geared towards positivity, spirituality, and encouragement.

He is the author of "The 13 Steps to Jumpstart Your Music Career," a guide designed to help aspiring artists take actionable steps toward building a successful music career.

# WAYS TO SUPPORT

While financial support helps K'nek continue creating music full-time and mentoring young artists, there are many other ways to get involved:

## Stream & Buy Music

Every play and purchase helps share his message.

[[Spotify](#)] | [[Apple Music](#)] | [[YouTube](#)]

## Follow & Engage

Connect for updates, behind-the-scenes content, and inspiration.

[[Instagram](#)] | [[TikTok](#)] | [[Facebook](#)]

## Book for Live Shows or Speaking Engagements

Experience the music, testimony, and motivational impact in person.

[[Book Now](#)]

## Interviews & Podcasts

Feature K'nek on interviews or podcasts to share his story, music, and message.

[[Call Now](#)]

## Support Merch & Exclusive Content

Invest in K'nek while enjoying limited-edition items.

[[Shop Now](#)]

## Partner or Sponsor

Collaborate, sponsor, or book K'nek to amplify impact.

[[Call Now](#)]

