

Maxwell LeVan: How I Went Platinum From my School Library

The journey of a 17 year-old musical genius



Los Angeles, Dec 7, 2020 ([Issuewire.com](https://www.issuewire.com)) - Maxwell LeVan has grabbed the eye of millions with a wide assortment of video content. However, the TikToker is no stranger to traditional press. Maxwell has more than 70,000 followers and 20 million views on his TikTok account, and gained a following in 2019, posting viral videos on the platform.

Maxwell started performing card magic as a break from the regular, mundane idea of everyday life, and

rehearsed for months before debuting his skills. LeVan has performed card magic on members of Congress, School Board staff, and celebrities, and on less fortunate, and non-English speaking kids just the same. "There's no boundary in magic. I don't have to say anything. Magic is something that brings us all together; everybody loses their ego and sense of status when they see something incredible, and that's the thing I live for."

He brings his skill into new settings and environments, with no discrimination, and often with no admission charge. LeVan likes to perform one-on-one card magic, and has portrayed it as "having the ability to go into any room and realizing that I can astonish anybody in that room...it's amazing". Despite being amidst a worldwide pandemic, LeVan has continued to master the craft of video magic, and has displayed a progression of his sleight of hand on YouTube. Maxwell has received acknowledgement from magicians of all kinds, for example, Chris Kenner (David Copperfield's executive producer) and Damien O'Brien, finalist on Britain's Got Talent 2020.

Millions of people check out TikTok every day to see what they will discover on their *For You* page, and creators on the platform will take the necessary steps to appeal to a certain demographic. Regardless of whether it means betraying their own blood. Since quarantine started, people have been secluded in their own homes, with little to do — unless you're a TikToker.

In a video shared on the platform earlier this year, Maxwell LeVan asks his 11 year old brother Frank, "Would you like to get shot in the foot or the head?" While his brother is turned around, and a Nerf gun is aimed at him. Frank answered "foot", a request which Maxwell ignored. Instead, he shot his brother in the back of the head — and the video stops there. What's more, over 5 million people saw this viral double-crossing happen. A huge number of users chimed in to share their emotions about the 6 second video they just observed. "Vine energy", said one commenter. "That's what he gets for being named Frank", remarked another. Numerous individuals claimed that demonstrations like this would cause trust issues for the 11 year old sometime down the road, but Maxwell has assured everybody that the video was scripted.

Maxwell and Frank made a few more videos to a similar effect, and keeping in mind that none have exploded quite like the first, the redundant plot ought to show to any concerned fans that the disloyalty was exclusively for content, and their brotherly bond has just gotten more grounded due to the videos. Frank has since shown up in a handful of LeVan's other videos, and they continue to engage and divert fans from the insane, unsure time that we are in right now.

Maxwell LeVan has made a name for himself as a record producer, vocalist, and songwriter. Maxwell grew up playing piano, but never took lessons or figured out how to read music. "I would hear a song on the radio and when I got home I was able to play it", he said. Maxwell has perfect pitch, an uncommon capacity of an individual to recognize or re-make a given musical note without the advantage of a reference tone. This occurs in only around 1 percent of artists. "It's weird, I don't understand the notes on paper, but when I hear them out loud it's like knowing red from blue." LeVan started autonomously studying music theory in April 2020, in an effort to further his knowledge of the technical aspect of composing a record.

Maxwell has become a notable character in the music world over the course of recent months, with his debut single [Toe Bamba](#) peaking at position 472 on the Brazil Top 500 on iTunes. The song has subsequently achieved 5x-platinum certification in Hungary and platinum certification in Chile. The song gained a significant boost in popularity after it was used in multiple viral videos on TikTok. The song was produced entirely in Maxwell's high school library, and featured two of his best friends, Derek Torres and Aaron Williams. "You know, I have some resentment towards the fact that I could lock myself in my

room for weeks and come out with nothing, but we go in the library during lunch time and come out with a multi-platinum record. It makes no sense." In addition to releasing music under his own name, Maxwell has produced songs for several upcoming artists from across the world, and his record label TL Records has signed new talent of all ages to the artist management company.

Before securing a spot on the Brazil charts, Maxwell had released numerous singles on SoundCloud. A diss track he made on a fellow classmate, despite garnering over 10,000 streams in a day, received so much criticism and hate that Maxwell deactivated his SoundCloud account and began taking his music more seriously. After the success of *Toe Bamba*, Maxwell released three more singles and has recently announced to his [13,000 Instagram followers](#) that new music is on the way. While he didn't confirm a Christmas album, our fingers are crossed that LeVan will put out something over the holidays.

Maxwell LeVan has been a marketing genius of sorts, encouraging people to stream *Toe Bamba* by making posters, starting dances, and even getting celebrities to talk about the song. His friend and fellow creator [EDP445](#) said in a video, "Guys, go stream *Toe Bamba* right the **** now. It's a banger." Maxwell has learned that audiences will market his music for him, as long as he continues to make music that people resonate with and find entertainment in.



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