

## **Sonia Reid**

### VOCAL - CONTEMPORARY COMMERCIAL MUSIC

Sonia Reid is a professional vocalist, vocal coach, and arts leader with over 25 years of experience helping singers develop confident, healthy, and authentic voices. As the owner and founder of Sonia Reid Studios, she works with singers of all levels—from beginners discovering their voice to seasoned performers refining their artistry—using a structured, brain-based approach grounded in modern vocal pedagogy.

Sonia holds a Bachelor of Arts in Music and Psychology and is a Certified Suzuki Vocal Teacher. She is also a Licensed NeuroVocal Instructor for Popular Styles, integrating neuroscience and contemporary technique to help singers achieve freedom, consistency, and expressive clarity across genres such as pop, R&B, gospel, soul, and musical theatre. Her coaching style blends technical precision with creativity, empowering singers to trust their instrument and perform with confidence and ease.

Alongside her coaching career, Sonia is an accomplished performer with credits across Canada and the United States. She has appeared at major events including the SaskTel Jazz Festival's Jazziest series and has performed as a featured vocalist with the Saskatoon Symphony Orchestra. Her performances are known for their soulful energy, emotional depth, and strong connection with audiences.

Sonia is also the creator and director of large-scale community workshops, singer showcases, and teacher-training programs that foster growth, artistry, and belonging. At the heart of her work is a commitment to helping people sing—and live—with confidence, authenticity, and joy.