

the discover list

TikTok



@antonibumba



@jalaiahharmon



@keke.janajah



@makayladid



@supvano



@tracy.oj

originators



@heytonytv



@katieflorence



@natures_food



@rony_boyy

The creators we love who create the trends we live for. They've started viral dances, sounds, aesthetics and more. They could be considered the heart of TikTok — they have a pulse on what makes the community tick — and they continue to make content that is iconically #ForYou.

the discover list



“Being authentically myself is enough to make all of my dreams come true.”

@antonibumba

Antoni Bumba



Photos provided by Antoni Bumba

Antoni Bumba is a non-binary content creator dominating multiple niches by their notorious pop culture parodies, astrology hot-takes and daily unfiltered vlog-style videos. Antoni's true talent is shown by using transparency and humor to create viral content, making themselves a staple in various demographics. They are also known as the originator of The BBL Effect trend.

“Once I moved to New York City, I needed something to regain my confidence and my roommates and I had an inside joke about a personality we saw in all the women we were inspired by who dominated pop culture. It was best displayed when eating a meal, which inspired my first video. Once I saw the way it resonated with

everyone, like a butterfly effect, I decided to make ‘The BBL Effect’ a series. To me, being an Originator on The Discover List means that I’ve created something that genuinely impacted the culture in a way that people resonate with. The TikTok community has inspired me by simply showing me I can not only connect with people all over the world, but also that being authentically myself is enough to make all of my dreams come true.”

Trend originated:
‘The BBL Effect.’

Describe yourself in three words:
“Creative, Authentic,

originators

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“People across the world are shaking cups, keys, and saying MHHHM!”

@heytonytv

Antonio Neville



Photographed by Yaw Asiedu

Antonio is a self-described goofy kid from Rocky Mount, North Carolina who has always dreamt of entertaining the world through laughter. After joining TikTok, he had no idea that dream would come true. From the Quarter Brick High series to the quirky retail customer video, Antonio has been bringing laughter and joy across the world with his creative and witty comedy.



“It means the world to be an Originator on The Discover List. It lets me know that my hard work over the past year on TikTok is paying off. The community has inspired me to stay true to myself and always stay in control of my content. I created a trend that I had no idea would become a trend. People across the world are shaking cups, keys, and saying MHHHM! The opportunity to just be yourself and have the world following in your footsteps is beautiful to see and hear.”

Trend originated:

‘Quarter Brick High’ series.

Describe yourself in three words:

“Goofy, Driven, Lovable.”

originators

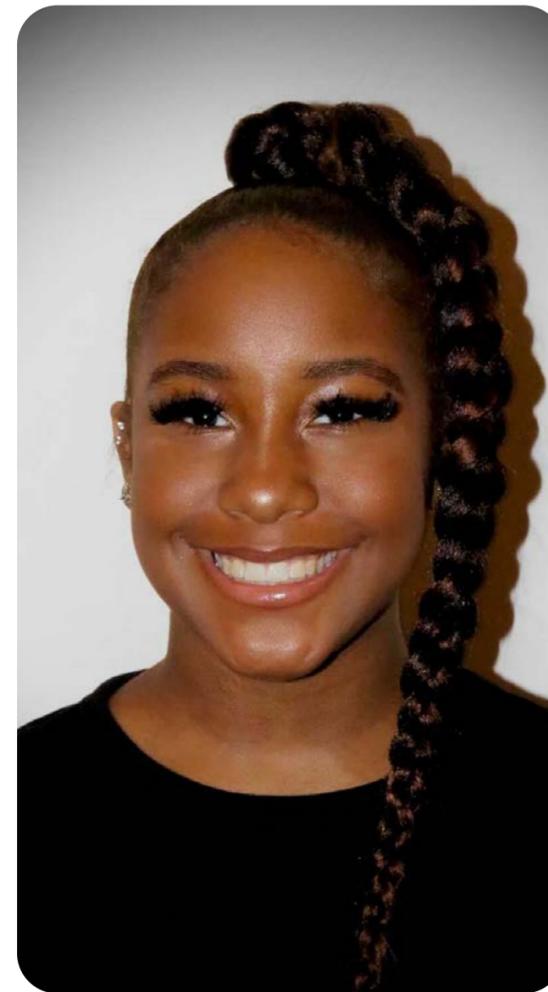
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“People will show you love for being yourself.”



@jalaiahharmon

Jalaiah Harmon



Photos provided by Jalaiah Harmon

Jalaiah Harmon is a 16-year-old Georgia native, most known for being the original creator of the Renegade dance that went viral in 2019. After building a huge following on TikTok, Jalaiah has worked with countless artists and brands on various projects and campaigns, including Netflix, Samsung, Prada, and Warner Brothers to name a few. Dance is her true passion.

“When I created the Renegade dance, I really didn’t put much thought into it. I heard K-Camp’s song Lottery and loved it! So I started putting together the latest dances everyone was doing at the time in a way I thought would be challenging, because challenges were starting to make waves. I really didn’t think it would take off the way it did,

because I was just doing what I loved when I had down time after school, but I’m so glad I did! TikTok is such a major platform, so being chosen for something so exclusive makes me feel amazingly special. The TikTok community inspires me to create content however I want, to show up as my true self, and always have fun. That’s what makes the platform so cool — people will show you love for being yourself.”

Trend originated:

Renegade dance.

Describe yourself in three words:

“Talented, Humble, Unique.”

originators

@katieflorence

Katherine Florence



“It’s been amazing to see people bounce off of my ideas and create their own style.”



Photographed by Yaw Asiedu



Katie Florence is a 25-year-old content creator who began creating TikTok videos during quarantine as a way to share relatable content and comedic skits with others. On TikTok, she enjoys making people laugh, and her main goal is to create a safe space for honesty through relatability.

“I’m honored and grateful for this recognition. The opportunity to create a following on TikTok has inspired me to be open and honest. TikTok allowed me to challenge myself and constantly come up with new ideas. It’s been amazing to see people bounce off of my ideas and create their own style on TikTok.”

Trend originated:
The Kouncil.

Describe yourself in three words:
“Vulnerable,
Compassionate, Funny.”

originators

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“I’m a huge believer
in going for
what you want.”

@keke.janajah

Keara Wilson

Keara Wilson is a 20-year-old dancer and choreographer who creates and shares dance videos on TikTok for fun. She loves her family, friends, and supporters, and plans on getting certified to become a group fitness instructor to further her career.



“It’s great to know I’ve been selected for this opportunity. I first started creating content on TikTok for fun. I always shared dances on TikTok and then I decided to make a dance of my own on a whim. I had just heard Megan Thee Stallion’s album and loved “Savage”. I’m a huge believer in going for what you want, especially after the trend I created was so successful!”

Trend originated:
Savage dance.

Describe yourself in three words:
**“Passionate, Faithful,
Strong.”**

Photographed by Austin Cieszko

originators

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“The opportunity to inspire other creators has enabled me to be authentic and expand my creativity.”

@makayladid

Makayla Did

Makayla is a content creator from Los Angeles, California known as makayladid online. She is passionate about music, acting, entertainment, family, motivating others, and following her dreams, and likes to spread positivity and confidence to others by being an authentic example of a young person turning their dreams into plans. She is highly recognized from her singing, dancing, and comedic posts as well as her fashion and makeup tutorials—but when Makayla coined the now iconic sound “Girl Don’t Do It....I Did It!” on TikTok, she gained a huge following. She was recently the host for TikTok’s Black Voices Live series, and was selected to be one of the first five influencers for Rihanna’s Fenty Beauty House for TikTok. In August 2019, Makayla self-released her first EP “Four Me” as well as the official music video for her debut single “Millionaire” in October 2019.



Photographed by Matt Sayles

“It means so much to be acknowledged for my work and creativity. The opportunity to inspire other creators has enabled me to be authentic and expand my creativity. I created the sound “Girl, Don’t Do It” as a joke about having a sugar daddy, but I decided to take it down because I wasn’t sure about the suggested message. However, people began to use the sound, and I realized it was my voice, so I reposted it and was shocked by the response and its popularity.”

Trend originated:

“Girl Don’t Do It....I Did It!” sound.

Describe yourself in three words:

“Authentic, Funny, Determined.”

originators

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“Nature’s Cereal originated from just simply thinking about what I wanted to eat the next morning.”

@natures_food

Wayne Mears



Photographed by Yaw Asiedu

Sherwayne Mears, better known as Wayne, is a content creator known for originating the trend Nature’s Cereal. He was born and raised in Clarendon, Jamaica where he developed a passion for leaves, fruits, and nature. At the age of 19, he moved to the United States to attend university. Wayne currently holds an MBA from Nova Southeastern University, a BA in Communications from Florida Atlantic University, and an AA in Actuarial Science from Broward College. Currently, Wayne is the Chief Financial Officer for P&M Healthcare, where he oversees and manages the finance department.

“The idea behind Nature’s Cereal originated from just simply thinking about what I wanted to eat the next morning while I was lying in bed. I feel honored to be nominated as an Originator on The Discover List for TikTok. The TikTok community has allowed me to engage with others on the platform, given me the opportunity to learn, and also innovate, which has inspired me immensely.”

Trend originated:
Nature’s Cereal.

Describe yourself in three words:
“Humble, Balanced, Motivated.”



originators

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“Now I am able to inspire other people.”

@rony_boyy

Rony Michel



Photographed by Yaw Asiedu

Rony is a Chicago-born Jamaican and Haitian content creator who aims to spread love and positivity while impacting communities through his art of dance. Music is his life and dance is his freedom — and he’s always felt that way after being bullied in middle school where music and dance were his only escape. Now he’s able to share his passions with the world, and his dream is to one day open a dance studio space to build a creative family of talented people surrounded by love and positivity. As the Originator of the Mob Dance, he was a nominee for the 2021 MTV Video Music Awards for Best Artist and Creator Collab alongside Natasha Bedingfield.

“I’m incredibly proud of the dance trend I created that went viral on TikTok. The support I received afterward pushed me even harder. It changed my life for the better and gave me the chance to collab with Natasha Bedingfield. It means so much to be discovered for my original content, while also finding new ways to connect with people and inspire audiences. I love connecting with the TikTok community and finding dope ways to interact with my audience. The TikTok community has inspired me in many ways, and now I am able to inspire other people.”

Trend originated:

Mob dance.

Describe yourself in three words:

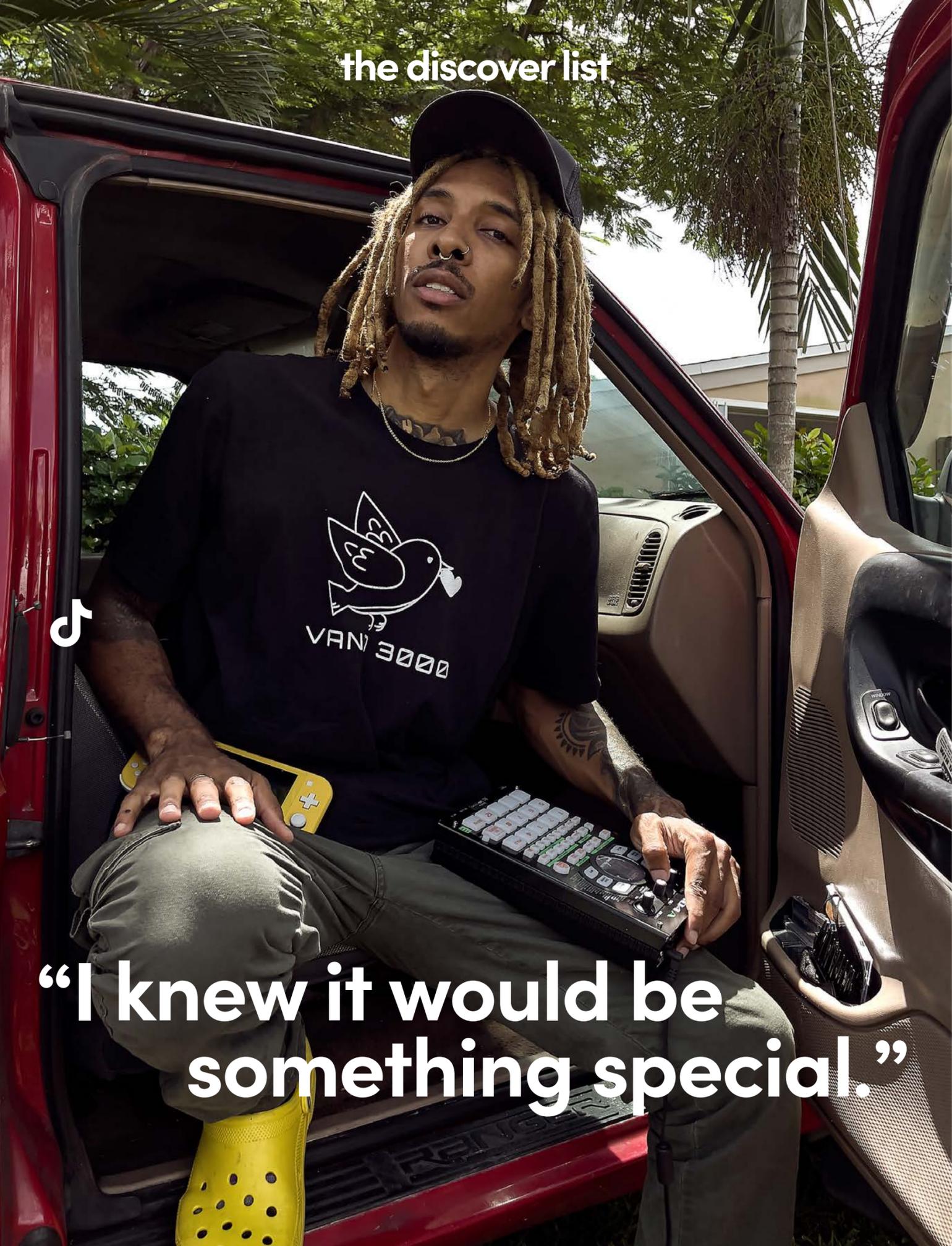
“Committed, Genuine, Giving.”

originators

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@supvano

VANO 3000



“I knew it would be something special.”



Photographed by Yaw Asiedu

VANO 3000 is a TikTok creator who is behind the [adult swim] trend and also crafted the beat that made it go viral. Today on TikTok, he creates both beats and humorous videos and also shares lifestyle content.

“I’m always producing beats and sharing them with the world, but when I made the “Running Away” beat I knew it would be something special.

I shared it with a video of me eating a sandwich then later that day had an idea to create an [adult swim] bump with the same audio. It caught on fast and spread like a wildfire, I really didn’t know that it would have the impact that it did. It feels good to be recognized for something that I’ve worked hard at my entire life. The TikTok community has inspired me to become more open with people and gave me an outlet of expression that inspires me to create and interact on a daily basis.”

Trend originated:
[adult swim] trend.

Describe yourself in three words:

“Hardworking,
Imaginative,
Consistent.”



originators

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@tracy.oj

Tracy Joseph



“I fell in love with dancing and creativity, spending most of my time watching dance creators on social media.”



Photographed by Yaw Asiedu

Tracy enjoys creating fun, simple dances, and sharing them on TikTok. She is inspired by popular Afro-beat dance moves and her favorite word is “confidence” which can be seen in her content. She has originated several dance trends that have taken the platform by storm — the most recent being her original choreography to “Woman” by Doja Cat.

“Around my senior year, I fell in love with dancing and creativity, spending most of my time watching dance creators on social media, and learning and practicing moves, which later inspired my creativity on TikTok. Being nominated as an Originator means a lot to me. I’m so grateful to have been recognized as a dance content creator on the platform I love. The TikTok community inspires me to always look for the positive side of things and to keep moving forward.”

Trend originated:

Several dance trends, most recently the “Woman” dance.

Describe yourself in three words:

“Confident, Independent, Hardworking.”



originators