



DAVID GALLOWAY

ACCOUNT MANAGER

MUSIC, SOCIAL MEDIA MARKETING & PRODUCT MANAGEMENT

CONTACT

📍 Los Angeles, California
📞 281-222-8772
✉ david.kennedy.galloway@gmail.com

Passionate communications expert, ready to bring years of music and marketing industry expertise to enhance team achievements through meticulous attention to detail and exceptional organizational abilities.

EDUCATION

- High School Diploma
- Licensed Texas Realtor (2012-Present)

SKILLS

- Asana
- Salesforce
- Copper
- Chartmetrics
- Microsoft Office
- A/B Testing
- Paid Ads Manager
- Audience Segmentation
- Google Analytics
- Copywriting
- SEO
- UGX

ACCOMPLISHMENTS

TOUR MANAGER

- 1 World Headline
- 2 US Headline
- 4 US Support Act

ARTIST MANAGER

- 350,000 followers across all platforms
- 3 Gold RIAA Singles

TALENT BUYER

- 150+ National Acts Booked
- 6 City Markets
- 10 Street Team Members

EXPERIENCE

VP, Social Media & Product Marketing

Take A Break, LLC | Dallas, TX | Jan 2024 - Present

- Develop and execute customized marketing strategies and advertising campaigns to drive social media growth, merchandise sales, and ticket revenue.
- Successfully produced and marketed 14 sold-out shows in Dallas, TX, selling 7,600 tickets from 2022 to present.
- Designed and implemented unique typography and character branding for Take A Break and Jake Gatewood, enhancing brand identity and merchandising.
- Directed the creation of digital assets, including static and video content, for Take A Break's social media platforms, boosting TikTok and Instagram followership to 39,500 organic, engaged users with an average of 1,500 new followers per month since April 2022.
- Managed event coverage for future marketing repurposing, including content for TAB TV.

Account Manager

Venture Music, LLC | Nashville, TN | Jan 2023 - Dec 2023

- Acted as the primary client liaison, coordinating check-ins, asset collection, and strategy implementation to meet artist growth objectives.
- Developed and maintained tailored marketing strategies and ad schedules using Asana for multi-genre clients, including Country, Pop-Punk, Hip-Hop, Folk, and Dance Music artists.
- Led marketing efforts for social media growth, ticket sales, and merchandise conversions, achieving significant campaign results.
- Managed Zach Top's Fan Club launch, leveraging exclusive content, presale codes, and user-generated content contests to drive engagement.
- Spearheaded digital asset releases and tour promotions, resulting in:
 - CMA New Artist nomination for Zach Top
 - "I Never Lie" charting on Spotify's US and Global Viral 50
 - Spotify Monthly Listeners growth from 216K to 3.3M
 - 25K TikTok sound uses for "I Never Lie"
 - 15x ROAS and over \$34K in merchandise ad conversions

Co-Owner / Artist Manager

Vital Entertainment Management, LLP | Las Vegas, NV | May 2020 - Oct 2022

- Created and executed digital marketing content, including photography, short-form videos, music video production, and branding copy.
- Developed a viral TikTok dance for Texas Boyz's "Awready," generating over 3,000 TikTok sound clips.
- Established and nurtured industry relationships, securing recording and EP contracts for artists.
- Utilized Chartmetrics and Pollstar data to track KPIs and inform strategic marketing initiatives.
- Designed Spotify playlist ad creatives for targeted Meta and TikTok campaigns, leveraging affinity artists and niche communities.
- Co-founded and executed the "Take A Break" artist development concert series in Dallas, TX, as a brand-building initiative for future Jake Gatewood releases.

Artist Manager

Craig Xen, LLC | Houston, TX | June 2016 - Oct 2022

- Developed and managed digital marketing campaigns for single, EP, LP, and music video releases.
- Built and leveraged an extensive professional network of industry stakeholders, including producers, artists, agents, accountants, and legal representatives.
- Oversaw day-to-day artist operations, including travel, appearances, creative content, and merchandise.
- Managed tour operations for two solo US tours, four support tours, and one global tour.
- Negotiated and executed recording, distribution, merchandise, and publishing deals for artists.
- Implemented organic growth strategies across Instagram and Twitch to drive streaming, ticket sales, and merchandise revenue.
- Key Achievements:
 - \$110K in in-house merchandise sales
 - 50,000 tickets sold
 - Spotify Monthly Listeners growth: 3M (2015-2017) → 8.8M (2017-2019) → 3M (2020-2022)
 - 2 Billboard-charting albums ("Members Only Vol. 3" & "Members Only Vol. 4")

Production Manager / Owner

DG Entertainment | Houston, TX | Jan 2015 - Dec 2016

- Produced and co-produced live music events for nationwide EDM, Hip-Hop, and Indie Rock artists in Texas, with venue capacities ranging from 200 to 1,500.
- Partnered with major event promoters, including NightCulture, Scoremore, Vivid Sound, Pegstar, Lunaface Promotions, and Triangle Entertainment.
- Designed and executed digital marketing strategies targeting the 18-25 demographic through college organizations and nightclub promotions.
- Acted as a third-party agent for fraternity events and major agency bookings.
- Provided artist management consulting for single releases and show logistics, including a single deal for Brockhampton's "Dirt" with Fool's Gold Records, accompanied by a Tyler Mitchell-directed music video.