





DAVID GALLOWAY

ARTIST & PRODUCT MANAGEMENT | DIGITAL MARKETING STRATEGIST

CONTACT

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Music industry professional with 10+ years of experience in artist management, tour coordination, and digital campaign execution. Proven track record in growing audiences, managing full release cycles, building fan engagement strategies, and launching successful merch/ticketing campaigns. Skilled at working cross-functionally with artists, labels, DSPs, and content teams to ensure creative and strategic alignment across platforms.

SKILLS

- Artist Management & Development
- Tour Marketing & Production Logistics
- Fan Engagement & Community Strategy
- Release Rollout & DSP Campaigns
- Merchandise & Product Marketing
- Social Media Campaigns & Analytics
- Team & Talent Coordination
- Project Management (Asana, Google Workspace, Slack)
- UGC Campaigns & Creator Collaboration

TOOLS & PLATFORMS

Asana, Slack, Google Workspace,
Chartmetric, Meta Business Suite, TikTok
Ads, Shopify, Canva, CreatorIQ,
Monday.com, Trello

KEY RESULTS & HIGHLIGHTS

- 50K+ tickets sold across managed events
- 3 Billboard-charting releases
- Managed artist content and tours on 4 continents
- Fan club growth from 0 to 10K+ in 3 months
- Developed talent from UGC creators to touring acts

EXPERIENCE

VP, Social Media & Product Marketing

Take A Break, LLC — Los Angeles, CA | Jan 2024–Present

- Spearhead end-to-end marketing and content strategy for Take A Break's branded concert series and artist initiatives.
- Produced and promoted 15 sold-out shows in Dallas, totaling 8,000+ tickets sold and generating consistent community engagement.
- Directed content production for Instagram, TikTok, and YouTube, including short-form videos, artist interviews, recap reels, and digital trailers.
- Designed visual branding for Jake Gatewood and Take A Break, including typography and character design used across merch, video, and print collateral.
- Built and managed influencer partnerships and UGC campaigns, resulting in steady monthly growth of 1,500 new followers and a total reach of 44,000 across platforms.
- Oversaw event photography and videography with repurposing strategy for TAB TV and future marketing needs.

Account Manager / Digital Marketing Strategist

Venture Music, LLC — Nashville, TN | Jan 2023–Dec 2023

- Functioned as lead strategist for multi-genre artists, managing campaign calendars, client communications, and weekly performance analytics.
- Directed digital rollout for Zach Top's viral single "I Never Lie," integrating fan incentives, exclusive presale content, and community-building tools via a dedicated fan club.
- Orchestrated TikTok challenge that generated 25,000+ sound uses, contributing to national media attention and DSP playlisting.
- Supported Spotify listener growth from 216K to 3.3M, resulting in a CMA New Artist nomination.
- Executed Meta and TikTok ad campaigns that produced \$34K+ in direct merch sales with 15x return on ad spend (ROAS).
- Created visual brand kits for artists and coordinated deliverables across internal creative teams and external partners.

Artist Manager / Tour Manager

Craig Xen, LLC — Houston, TX | June 2016–Oct 2022

- Managed all day-to-day operations and long-term strategy for Craig Xen, covering music releases, tour logistics, merch, sponsorships, and creative production.
- Led coordination for two solo U.S. tours, four support runs, and one international tour; responsible for routing, advancing, budgeting, and on-site tour support.
- Negotiated and executed partnerships for distribution, publishing, and merchandise, including collaborations with EMPIRE and Members Only.
- Oversaw video content rollouts, press planning, and Twitch brand-building, driving long-term audience retention.
- Increased Spotify Monthly Listeners from 3M to 8.8M (2017–2019); executed two Billboard-charting albums and \$110K+ in self-managed merch sales.
- Maintained artist visibility and relevance with consistent DSP placements, livestream engagement, and organic fan outreach.

Co-Founder / Talent & Project Manager

Vital Entertainment Management — Las Vegas, NV | May 2020–Oct 2022

- Designed and implemented long-term artist development pipelines, combining digital-first strategies with live performance opportunities.
- Directed branding and music video production for Texas Boyz, whose TikTok dance campaign for "Awready" went viral with over 3,000 UGC clips.
- Led creative direction and rollout for multiple EPs, applying Chartmetric and Pollstar insights to optimize marketing plans and improve audience targeting.
- Managed TikTok and Meta campaigns using affinity artist audiences and geographic targeting to grow fanbases in underserved markets.
- Co-founded and launched the "Take A Break" artist showcase series as both a community platform and strategic soft launch for Jake Gatewood's solo career.

Booking & Production Coordinator

DG Entertainment / NightCulture — TX Markets | 2012–2017

- Promoted 200+ concerts across Texas with artists spanning EDM, hip-hop, and alternative music.
- Collaborated with top regional promoters (Scoremore, Pegstar, Lunaface) and national agencies (WME, Paradigm, AM Only) to route and execute shows.
- Handled advancing, production schedules, and on-site artist relations while coordinating digital and grassroots promotional campaigns.
- Produced early live shows and consulted on rollout for several artists in their early stages, including a single campaign for BROCKHAMPTON's "Dirt" with Fool's Gold Records (directed by Tyler Mitchell).
- Grew company's independent reputation by identifying and nurturing rising artists, setting the groundwork for future management and strategy work.