



David Hampian

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I'm a senior marketing executive and GM with experience standing-up new brands, building teams, and leading growth strategies that drive tangible business outcomes. Integrated brand marketing is my forte, but with roots in growth and performance, my approach to marketing is full-funnel. As a department head, I love to lead and guide, and am a skilled communicator with people at all levels of the business. I value grit, hunger, humility, and believe there is nothing better than a good shared laugh. My experience ranges from start-ups to large corporations across sports, music, streaming, and e-commerce.

EXPERIENCE:



Head of Audience Development | Amazon Music | 04/22 - Present

Oversee: Audience Development and Livestream Marketing

Duties: Hire, build, and oversee Audience Development department from scratch • Grow Amazon Music's Hip Hop and Latin listenership by acquiring key audience segments • GTM • Process and operating model • Cross-Amazon Partnerships • Build new paid and owned channels

Key Projects: Currently building department and business vertical



Personal Time + Consulting

Married the love of my life, helped my Mother and Father move to the Bay Area, and consulted for Hard Rock Sportsbook's brand and product launch during the height of sports betting legalization in the U.S.



Sr. Director - Global Integrated Marketing | Amazon | 06/18 - 07/21

Oversee: Campaigns, Content, and Brand Partnerships

Duties: Hire and build department • GTM process and operations • Brand and content partnerships • GTM campaign strategy and execution • Creative and messaging strategy • Experiential marketing • Content Programming • Influencer Marketing

Key Projects: Amazon Prime Day • Twitch Music • NFL Partnership: Thursday Night Football • Twitch Rivals (esports) • NBC Partnership: 2020 Olympics • Las Vegas Raiders / Allegiant Stadium partnership;

Other Positions Held: Director (L6), Global Integrated Marketing



Sr. Manager - Integrated Marketing - Artist and Live | Pandora | 06/12 - 06/18

Oversee: Artist Marketing, Live Event and Ticket Marketing, CRM

Duties: Build out Email, Mobile Push, UA / Performance Marketing Channels • Artist Programs • Pandora AMP • TicketFly Concert Marketing • Stand up and operationalize Pandora's Music Makers Group (MMG)

Other Positions Held: Sr. Marketing Manager, Growth and Retention • Marketing Manager, CRM • Associate Marketing Manager

EDUCATION



UC Berkeley - BA, Sociology - Graduated Cum Laude