

HARRISON BROOKS LAMPLEY

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SENIOR EXPERIENTIAL MARKETING AND EVENT OPERATIONS SPECIALIST

Accomplished leader with nearly 20 years of diverse experience spanning advertising/marketing sectors, non-profit organizations, and professional sports. Expertise in project management, with a proven track record of designing and executing successful fundraising programs, managing large-scale special events, cultivating strong customer relationships, and advancing organizational objectives. Adept at driving strategic initiatives, offering strong business acumen, and leveraging exceptional planning and leadership skills to deliver impactful results.

PROFESSIONAL EXPERIENCE

VML (Formerly VMLY&R and Wunderman)

May 2017 - July 2025

Associate Account Director, Experiential | December 2022 - July 2025

Memphis, TN

Owned client satisfaction, planning, operations, and strategic execution of integrated marketing programs supporting the career recruiting mission of the United States Navy. Supervised and mentored a team of four junior members supporting that mission through a variety of concurrently running proprietary and third-party experiential marketing campaigns. Responsible for an annual operational budget of \$7M and schedule of over 200 event activations. Evaluated, negotiated, and managed over \$1.5M of annual sponsorship/partnerships expanding recruitment opportunities with Esports, STEM/Tech, Scouting, Amusement, and professional sports entities. Built and maintained key client relationships over 8 years which were an instrumental piece of the quinquennial contractual recompile process.

Key Contributions:

- Managed vendor RFPs, development, and the launch of three new highly immersive mobile event marketing tours utilizing mixed-reality experiences to showcase the breadth and depth of Navy STEM careers, from nuclear engineering and aviation to special warfare and medicine.
- Led the Navy's market takeovers during each of the annual Army-Navy Football Games during my tenure which necessitated coordination with several entities throughout the Department of Defense.

Account Supervisor, Client Engagement | January 2021 - December 2022

Chosen by leadership to transition to the Client Engagement team to bolster the institutional knowledge of Navy Recruiting Command. Served as the client's day-to-day liaison for a multi-faceted team of agencies, managing several marketing channels of the larger Navy Partnership including Paid Media, Digital Content Creation, Public Relations, and Experiential Marketing.

Key Contributions:

- Supported the post-COVID redevelopment of the Navy's recruiting strategy, message mapping, and safety protocols.
- Coordinated production of Season 5 Navy's "Faces of the Fleet" video documentary series.

Account Supervisor, Experiential | May 2017- January 2021

Served as the Chicago-based Experiential practice's liaison to the Memphis office. Responsible for the management of two Mobile Marketing Tours, professional conference/convention activations, and DE&I initiatives supporting Navy Recruiting Command. Managed a team of three junior account managers, an annual operational budget of \$3M and schedule of 100 events.

Key Contributions:

- Developed methods to measure and analyze day-to-day tour operations to improve travel and logistical efficiencies.
- Coordinated activation campaigns utilizing multiple Navy Command Groups as part of the Navy's in-market presence at the annual Army-Navy Game.

ALSAC/St. Jude Children's Research Hospital

August 2010 - May 2017

Senior Specialist, Fitness Operations | November 2015 - May 2017

Memphis, TN

Responsible for designing and directing the operational and logistical components for the St. Jude Memphis Marathon. Managed the St. Jude Heroes Expo and event day activations at 24 events in the Rock 'n' Roll Marathon Series.

Key Contributions:

- Developed a new aid station operations plan, eliminating the logistical hurdle of transporting several thousand gallons of water throughout the race routes.
- Completed a Lean Six Sigma Green Belt project examining the effectiveness of event marketing activations at expo/tradeshows events.
- Created activation suite to support concurrent events in the Rock 'n' Roll Marathon Series, saving over \$150K in rental costs over two years.

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ALSAC/St. Jude Children's Research Hospital

August 2010 - May 2017

Specialist, Fitness Operations | June 2013 - November 2015

Responsible for the evaluation and development of national fitness fundraising partnerships in the emerging event space. Oversaw the planning and execution of annual signature events including the St. Jude Memphis Marathon Weekend, St. Jude Country Music Marathon, and St. Jude Walk Series. Continued to serve as relationship manager for Red Frog Events.

Key Contributions:

- Worked collaboratively with ALSAC Board Members to develop proprietary fundraising programs and event activations, such as Music Gives and Yoga Gives to St. Jude Kids.

Representative, Fitness Operations | October 2011 - June 2013

Managed the day-to-day relationship and activation of all fundraising and activation initiatives with Red Frog Events, a partnership featuring over 60 annual Peer-to-Peer fundraising events across the country including the Firefly Music Festival, Warrior Dash, and Great Urban Race.

Key Contributions:

- Led the development of the Warrior Dash peer-to-peer fundraising program, the St. Jude Warrior program, which generated over \$12M.
- Played a critical role in the solicitation and securement of a \$25M fundraising commitment and naming rights agreement with Red Frog Events for the construction of the first Pediatric Proton Therapy Center.

Representative, Sports Partnerships | August 2010 - October 2011

Coordinated over 100 volunteer-driven fundraising events yielding over \$3M annually. Contributed to the development and standardization of the newly established Great Urban Race fundraising program.

Key Contributions:

- Drove the development of an 'event-in-a-box' methodology to create and distribute materials for golf fundraising events.
- Coordinated the VIP hospitality, transportation, and onsite activation at two installments of the FedEx St. Jude Classic, an annual PGA TOUR event.

Memphis Redbirds, Triple-A affiliate of the St. Louis Cardinals

January 2007 – August 2010

Manager, Marketing and Promotions | December 2008 - August 2010

Memphis, TN

Marketing Coordinator | January 2007 - December 2008

The Walt Disney Company

May 2006 – January 2007

Attractions Cast Member, Disney College Program Internship

Orlando, FL

EDUCATION

Ohio University

May 2006

B.S. Sport Marketing and Management; Business Minor

Athens, Ohio

CERTIFICATIONS, SKILLS, & INTERESTS

Certifications:

- Lean Six Sigma Yellow Belt

Technical Skills:

- *Experiential:* OnePlan, SketchUp Pro, AutoCAD
- *CRM:* Salesforce, HubSpot, Adobe Campaign, Eshots, TeamApproach
- *Creative:* GatherContent, Adobe Photoshop and Illustrator
- *Operations:* Microsoft Office (Word, PowerPoint, Outlook, Excel, Access, Visio)

Interests:

- Traveling with family and friends
- Volunteering with Memphis Inner City Rugby
- Organize annual Elvis 7s Rugby Tournament
- DIY, Tinkering, Making, Woodworking