

HARRISON LAMPLEY

Memphis, TN | 330-990-1858 | hlampley@hotmail.com | harrisonlampley.com

Accomplished marketing and experiential leader with nearly 20 years of experience across advertising, nonprofit, and sports organizations. Proven track record delivering large-scale events, fundraising initiatives, and partnership programs that drive engagement and measurable business results. Known for combining strategic thinking with operational execution, building strong client relationships, and leading cross-functional teams to achieve organizational goals.

EXPERIENCE

October 2025 – Present

Account Director (Contract) | Fanamity | Memphis, TN

Lead strategy and activation for sponsorships, partnerships, and experiential marketing programs, helping organizations transform events into measurable business and fan engagement outcomes. Guide clients from concept through execution, aligning brand objectives with authentic audience experiences.

December 2022 – July 2025

Associate Account Director, Experiential | VML | Memphis, TN

Led integrated experiential marketing programs supporting the U.S. Navy recruiting mission, overseeing planning, operations, and client strategy across a national activation portfolio.

- Managed \$7M annual operating budget and 200+ live event activations nationwide
- Supervised and mentored team of four, driving execution across concurrent experiential campaigns
- Negotiated and managed \$1.5M+ in sponsorship partnerships spanning esports, STEM, scouting, amusement, and professional sports properties
- Maintained senior client relationships contributing to successful quinquennial contract re-compete cycles

Key Contributions

- Led RFPs and launch of three immersive mixed-reality mobile marketing tours showcasing Navy STEM careers
- Directed Navy market takeovers tied to annual Army–Navy Football Game, coordinating across multiple Department of Defense entities

January 2021 – December 2022

Account Supervisor, Client Engagement | VML | Memphis, TN

Served as primary client liaison coordinating cross-agency execution across paid media, digital, PR, and experiential programs supporting Navy Recruiting Command.

- Managed integrated marketing workflows across multiple agency partners and channels
- Supported redevelopment of post-COVID recruiting strategy, messaging, and safety protocols
- Coordinated production of Season 5 of the “Faces of the Fleet” documentary series

May 2017 – January 2021

Account Supervisor, Experiential | VML | Memphis, TN

Managed national experiential programs including mobile marketing tours, conference activations, and DE&I initiatives.

- Oversaw \$3M annual budget and 100-event activation schedule
- Managed team of three account managers and national tour operations
- Improved logistics efficiency through operational performance measurement systems

Key Contributions

- Led multi-command activation campaigns supporting Navy presence at the annual Army–Navy Game

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November 2015 – May 2017

Senior Specialist, Fitness Operations | ALSAC/St. Jude | Memphis, TN

Directed operational planning and event logistics for major endurance fundraising events.

- Managed operations for the St. Jude Memphis Marathon and Heroes Expo
- Executed event-day activations across 24 Rock 'n' Roll Marathon Series events

Key Contributions

- Redesigned aid station logistics, eliminating large-scale water transport challenges
- Completed Lean Six Sigma Green Belt project analyzing activation effectiveness
- Built scalable activation suite saving \$150K+ in rental costs over two years

June 2013 – November 2015

Specialist, Fitness Operations | ALSAC/St. Jude | Memphis, TN

Supported national fitness fundraising partnerships and execution of signature events including Memphis Marathon Weekend and St. Jude Walk Series.

- Managed emerging event partnerships and fundraising activations
- Developed proprietary programs including Music Gives and Yoga Gives to St. Jude Kids

August 2010 – June 2013

Representative, Fitness Operations | ALSAC/St. Jude | Memphis, TN

Managed national partnership activation with Red Frog Events, supporting 60+ annual peer-to-peer fundraising events.

- Led development of the St. Jude Warrior Program, generating \$12M+
- Supported execution of \$25M naming rights fundraising partnership for Pediatric Proton Therapy Center
- Coordinated 100+ volunteer-led events annually, generating \$3M+ per year
- Created scalable "event-in-a-box" fundraising model for golf events
- Managed VIP hospitality and onsite activations for the FedEx St. Jude Classic (PGA TOUR)

December 2008 – August 2010

Manager, Marketing and Promotions | Memphis Redbirds | Memphis, TN

January 2007 – December 2008

Marketing Coordinator | Memphis Redbirds | Memphis, TN

May 2006 – January 2007

Cast Member, Disney College Program | The Walt Disney Company | Orlando, FL

EDUCATION

May 2006

Bachelor of Science in Sports Marketing and Management, Minor in Business | Ohio University | Athens, OH

SKILLS

- *Experiential/Event:* OnePlan, SketchUp Pro, AutoCAD
- *CRM:* Salesforce, HubSpot, Adobe Campaign, eshots, GoFundMe (Classy)
- *Creative:* Adobe Creative Suite, Canva, GatherContent
- *Operations:* Asana, Smartsheet, Lean Six Sigma Yellow Belt, Microsoft Office Suite