

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

Positioned Fanamity as a strategic marketing partner by leading sponsorship and activation initiatives that turn client events into measurable opportunities for engagement, relationship building, and business development.

- Lead sponsorship, partnership, and experiential strategies that turn events into measurable business and fan engagement results.
- Guide clients from concept to execution, aligning brand goals with authentic audience experiences.
- Built scalable activation processes and workflows that improved efficiency and strengthened program delivery.

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 recompetes

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