

LLOYD KEMPSON

London, UK
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LinkedIn

Social and creative lead specialising in running and athletics, building audiences for championships, brands and athletes. Former Social Lead for the Birmingham 2026 European Athletics Championships (132M+ impressions in the 7-day championship window, 136k followers) and Director at Trackstaa (125k Instagram, 25k YouTube). A 2:29 marathoner and coach with 25 years in the sport, I know run culture from the everyday runner to the elite athlete, and how to turn it into social-first storytelling.

CORE COMPETENCIES

- Social-First Campaign Strategy
- Athlete Storytelling & Interviewing
- Creator, Agency & Production Management
- Budgets, Timelines & Project Delivery
- Creative Concepting & Briefing
- Live Event Content Direction
- Stakeholder Pitching & Sell-In
- Instagram, TikTok, YouTube & Podcast

EXPERIENCE

Social Lead – Birmingham 2026 European Athletics Championships AUGUST 2025 – AUGUST 2026
Athletic Ventures

- Led social strategy and creative for the championships, delivering 132M+ impressions and 6.5M+ engagements in the 7-day championship window and growing the audience to 136k followers across all platforms
- Built the most-followed European Athletics Championships host channels in history
- Concepted and led campaigns from brief to rollout, including leading the creative and strategy for the championships' on-site athlete content studio
- Created and hosted the official championships podcast
- Wrote creative briefs, directed creators, photographers and agency partners, and managed campaign budgets and production timelines
- Pitched campaign ideas to senior stakeholders and directed live, social-first content on site, bringing athlete stories to life in real time

Director APRIL 2023 – MARCH 2025
Trackstaa

- Led social and content strategy, scaling Instagram to 125,000+ followers (13% engagement) and YouTube to 25,000+ subscribers, and growing podcast downloads by 700%
- Brokered and delivered brand partnerships with Nike, ASICS, Brooks, On, Puma, SOAR and SportsShoes
- Concepted campaigns, wrote briefs, directed creators and production partners, managed budgets and timelines, and directed content at live events

Sports Broadcaster, Digital Creator & Social Consultant APRIL 2023 – PRESENT
Freelance (alongside the roles above)

- Live commentary, trackside interviews and event hosting for leading media platforms, federations and brands, including On, Nike, Red Bull and Apple
- Interviewed Eliud Kipchoge days after his Berlin Marathon world record. Other interviews include Paula Radcliffe, Noah Lyles, Keely Hodgkinson, Sir Mo Farah and Jakob Ingebrigtsen
- Produce daily short-form athletics news and analysis across Instagram, TikTok, YouTube, Threads and LinkedIn: 25,000+ followers, 8–12% average engagement

Run Coach & Community Lead JANUARY 2017 – SEPTEMBER 2026
Various / Freelance

Coached 1,000+ runners across 11 countries as founder of Team Project Run (2017–2023). Head Coach for Puresport & Your Friendly Runners (2020–2026) and Nike London Run Coach (2021–2023). Deep roots in run culture, from everyday runners to elite athletes.

CLIENTS

Nike | On | Red Bull | Apple | British Athletics | Strava | Great Run | World Athletics | European Athletics | Wanda Diamond League | ASICS | Brooks | Puma | Adidas | New Balance | Saucony | Tracksmith | SportsShoes | Pro Direct Running | The Telegraph | International Olympic Committee

EDUCATION & CREDENTIALS

BSc (Hons) Sports Coaching Science – St. Mary's University, Twickenham (2017–2020)
UK Athletics Qualified Endurance Coach | 2:29 Marathoner | 14:31 5km
References available upon request