



LLOYD KEMPSON

London, UK | +447568 751637

lloyd@teamprojectrun.com

www.lloydkempson.com

London-based broadcaster, event host, and content creator with a passion for storytelling, audience engagement, and delivering high-energy experiences. Skilled in insightful sports commentary, dynamic event hosting, and authentic content creation, I thrive on connecting with audiences and bringing ideas to life.

SKILLS

- Broadcasting & Sports Commentary
- Event Hosting
- Run Coaching
- Content Creation
- Public Speaking
- Project Management
- Audience Engagement & Community Growth
- Podcast Hosting
- Sponsorship & Partnership Development
- Marketing & Campaign Strategy

WORK EXPERIENCE

Trackstaa CEO

2023 - 2025

- Spearheaded Trackstaa's growth into a leading athletics media platform, expanding its social reach to 120K+ Instagram followers and 29K+ YouTube subscribers.
- Led content strategy, podcast production, and brand collaborations with major sports companies.
- Managed high-impact event activations and media coverage for key races and product launches.
- Drove innovation in athletics media, blending storytelling, analysis, and athlete interviews.

Freelance Broadcaster & Event Host

2023 - PRESENT

- Hosted live coverage and interviews with elite athletes and sports personalities, including Eliud Kipchoge, Keely Hodgkinson and Noah Lyles.
- Led high-profile panels, such as the London Marathon pre-race discussion featuring Paula Radcliffe and Shalane Flanagan.
- Event host for Red Bull's Wings for Life charity run, RunThrough UK races, and other major sporting events.
- Collaborated with British Athletics, British Milers Club, Nike, Apple, Red Bull, SportShoes, and Pro Direct Running across content creation, event hosting, social media campaigns and live commentary.
- Broadcasted across YouTube, livestream platforms, and social media, bringing expert insights and engaging sports content.

NIKE

2021 - 2023

Run Coach & Event Host

- Contracted as a Nike London Run Coach, leading community initiatives and athlete engagements.
- Interviewed legendary athletes, including Eliud Kipchoge, Paula Radcliffe, Shalane Flanagan, and hosted events featuring Sir Mo Farah.
- Founded and launched the Nike Battersea and Nike Kingston Run Clubs, fostering local running communities.
- Featured in UK and international Nike campaign shoots, including the Pegasus 39 & 40 global launches.

Team Project Run

2017 - 2023

Founder

- Founded one of the UK's leading online running coaching platforms, coaching over 1,000 athletes across 11 countries.
- Developed and delivered 2,500+ personalised training plans, helping runners of all levels achieve their goals.
- Led partnerships with major brands and retailers, driving successful campaigns and event activations.
- Established Team Project Run as the UK's leading online running coaching provider.

PREVIOUS CLIENTS

- NIKE
- Apple
- Red Bull
- British Athletics
- On Running
- PUMA
- ASICS
- The International Olympic Committee
- Adidas
- The Telegraph

EDUCATION

Sports Coaching Science

St. Mary's University, Twickenham, London, UK.

2017-2020