

MARK W. LAMPLUGH JR.

LOCATION: Washington DC | PHONE: 561-762-9729 | EMAIL: contact@marklamlugh.com | [LinkedIn](#) | Marklamlugh.com

CHIEF MARKETING OFFICER | BOARD MEMBER | AUTHOR | CLIENT CHAMPION

EXECUTIVE PROFILE

Established CMO, Board Member, best-selling publisher, and author equipped with a reputation built on 10+ years of success, directing complex marketing functions for large-scale organizations and startups. Expert in digital marketing, social media, marketing, advertising, and public relations with a strong focus on healthcare and nonprofits. Track record of conceptualizing and implementing cohesive, cutting-edge marketing programs, aligning the strategy and vision with overall growth objectives, surrounding new client acquisition, revenue generation, and transformation. Recognized author with articles and features in notable publications, including Entrepreneur Magazine, Business.com, Better Marketing, and The Startup. Recognized for possessing a forward-thinking mindset, confident and strong communication skills, and an innovative spirit to seek new ways of driving business.

Strategic Planning ■ Marketing Strategy ■ Brand Strategy ■ Digital Marketing ■ Social Media ■ Campaign Development
Marketing Automation ■ Public Relations ■ Sales & Business Development ■ SEO / SEM ■ Google Analytics
Client Relationship Development ■ Communications ■ Team Leadership & Development ■ Executive Engagement

CAREER HIGHLIGHTS

- *Publisher of best-seller, "Beginners Guide to Digital & Social Media" available on Amazon and Barnes & Noble.*
- *Author of "Marketing Playbook for Social Media", named one of the top 100 Social Media Marketing books.*
- *Personal social media reach of 1M+ monthly and achievement of 40M B2B contacts and 300M B2B/B2C email addresses.*
- *Social media presence with hundreds of thousands of followers across Facebook, Twitter, Instagram, and LinkedIn.*
- *40+ Articles in major publications, including Entrepreneur Magazine, Business.com, The Startup, and Kivo Daily.*
- *Track record of achieving millions of dollars in revenue for multiple national organizations.*

PROFESSIONAL EXPERIENCE

MARYLAND ONCOLOGY HEMATOLOGY: Head of Marketing & Growth

2020-Present

Commands the entire marketing function across 13 locations for the oncology healthcare organization, serving as Board Member with CMO responsibilities. Charges the development and execution of comprehensive marketing and brand strategies to achieve annual and long-term growth goals. Serves as coach and mentor for a team of 20 direct and 500 indirect reports, driving performance through effective talent management, including hiring, training, assessments, and promotions. Holds accountability for directing the production of marketing materials, spanning ads, brochures, posters, PowerPoint presentations, websites, and training materials, performing as a liaison with copywriters, content owners, customers, and outside vendors to deliver projects on time, within budget, and aligned with company needs.

- Manages the development and allocation of a \$1.5M marketing budget and oversight of \$1.3B in annual revenue.
- Developed and implemented a cohesive statewide practice brand identity and owned the practices brand identity system, including education of vendors, employees, and the community.
- Selected and implemented an Online Reputation Management system, automating 150+ reviews and raising feedback score from 3.8 to 4.9 on Google.
- Grew social media 1300% to date, website traffic 400%, and revenue from \$900M to \$1.3B annually during COVID-19.
- Led a complete restructure and centralization of the marketing department and reporting structure of liaison program, implementing strategies that achieve \$2M in annual savings.
- Launched the first digital marketing, TV, and social media marketing campaigns, increasing revenue by 30%.
- Contributed to the company's recognition as the largest community-based oncology practice in the state with 13 locations.
- Directed the launch of a surgical line, radiation line, and opening of three locations in one year to positive revenue.

INFLUENCE MEDIA SOLUTIONS: Chief Marketing Officer, Owner

2015-2020

Conceptualized and established an exclusive web and development agency, specializing in marketing, branding, public relations, digital marketing, website design, and social media. Spearheaded the development and execution of a business strategy, handling all aspects of staffing, forecasting, budgeting, sales, and client relationship management. Led the charge behind the creation of all company print communications, marketing and public relations strategies, and campaigns, utilizing advanced proficiency in Google Analytics to enhance ad performance and achieve competitive market positioning. Directly managed a team of 10 and 1K indirect reports and worked closely with 12+ management teams from various companies and marketing departments to drive growth.

- Streamlined business opportunities, developed a growth strategy, and accelerated marketing activities, resulting in increased awareness, stakeholder visibility and a nationwide reach.
- Fostered strong partnerships with clients, including Original Penguin, Sprout Health Group, Station House Retreat, Exclusive Real Estate, Around the Bezel, and Deer Hollow Recovery.
- Successfully launched the world's first mobile-based app, allowing employees to report workplace harassment.
- Held accountability for the development and management of campaigns for six nonprofits from inception through delivery.
- Created a social media campaign for a major clothing retailer, increasing revenue by 8%.
- Managed a campaign for the nation's first online IOP program and grew patient load from 250 to 500+ per month in one year, leading to a 27% increase in revenue.
- Served as member of the executive leadership team, working collaboratively to continually identify internal/external marketing and communications opportunities, and define and execute tailored growth-focused strategies.

PREMIER WELLNESS SOLUTIONS: Chief Marketing Officer

2015-2018

Served as the driving force behind the development of innovative marketing strategies, campaigns, and promotions for the health and wellness company. Researched, drafted, and reviewed news releases, web content, pitches, and related material in support of the company's PR initiatives, ensuring high-quality and positive brand promotion. Fostered and maintained strong partnerships with nonprofits and government members and delivered consulting services to a large portfolio of clients, including Advanced Health & Education, Cedar Point Recovery Center, Sprout Health Group, New England Recovery & Wellness, and Amethyst Recovery Center.

- Contributed to rapid growth and positive revenue generation within five months of startup.
- Launched a successful Google AdWords campaign, generating patients for six facilities across the US.
- Introduced the liaison program in three states with six employees, significantly growing patient referrals.
- Managed an 800% social media growth in year one and utilized platforms for new patient communication, outreach, and alumni program.

TRANSFORMATIONS DRUG AND ALCOHOL TREATMENT CENTER: Marketing Director

2011-2014

Selected to lead the marketing function, focusing on championing the brand and driving sales for the wellness organization. Conceived and implemented integrated marketing communications plans, holding accountability for maintaining brand consistency, maximizing effectiveness, meeting measurable objectives, and executing the customer relationship management strategy. Built-up search engine optimization (SEO), created meta-tags, and tracked and reported progress to generate sales and drive performance.

- Branded Transformations as the number one rehab with zero market presence in responder space to a leader in the field by increasing sales \$20M+ in the first year.

PREVIOUS EXPERIENCE: **Captain**, Lower Chichester Fire Company, 1994-Present (Life Member) / **Marketing Consultant (1st Responder Specialist)**, American Addiction Centers, 2014-2015 / **Sales Manager**, Saturn, 2005-2010 / **Level 4 Shift Manager**, Kimberly-Clark, 2000-2009 / **Firefighter**, Claymont Fire Co, Inc., 2002-2006

PUBLICATIONS & MEDIA

Contributing Writer: Entrepreneur Magazine / Better Marketing / The Startup Magazine / BIZCATALYST360 / Kivo Daily

CONSULTING

Per Diem Consultant, Coleman Research, 2015-Present

Per Diem Marketing Advisor, Guidepoint Global, 2016-Present

Market Expert & Contributor, Entrepreneur Media & Business.com, 2020-Present

EDUCATION & CERTIFICATIONS

CORE Program & Entrepreneurial Essentials, Harvard Business School, 2020

Firefighter Program, Texas A&M University, 2003

Certifications: Google Campaign Manager, Google Digital Media Sales, Google Ads Fundamentals, Google Shopping Ads, Google Ads Mobile, Google Ads Display

PROFESSIONAL LEADERSHIP

Communications Director, Board Member, One World Life, 2017-Present

- Serves alongside 12 former members of Congress and world leaders from 32 countries.

President, Board of Director, Institute for Responder Wellness, 2017-Present

Board of Trustee, National Fire Heritage Center, 2018-Present

Advisory Board, Safe Call Now, 2015-2018