

JayMac

Gaylord College of Journalism and Mass Communication Alumni Association



GAYLORD ALUMNI SPOTLIGHT

“Gaylord gives you the tools to set yourself apart from every other school.”

CAITLYN KAYSER

Account Executive, Anomaly
New York, NY

Caitlyn Kayser leapt from Lindsey Street to Madison Avenue in 2015.

Since graduating with her B.A. in advertising that year, this Gaylord alumna has worked on some of the world’s most prominent brands at two major New York agencies. We asked Caitlyn about her Gaylord experience and developing career.

What is your favorite memory from your time at Gaylord College?

My favorite memory from my time at Gaylord College had to be when my group won our Strategic Planning class and we went with Professor [Jim] Avery to Pakistan to present our campaign. Talk about the trip of a lifetime.

Do you have a favorite faculty/staff member from Gaylord?

I feel as though I got so lucky with the professors I had while at Gaylord. It's hard to choose a favorite because I was heavily impacted by three professors in particular.

What do you consider to be the most significant moments of your career so far?

The most significant moments of my career include launching the first male Covergirl, meeting Zendaya and standing up for human rights with our YouTube Pride campaign last summer.

What advice would you give to current students aspiring to an advertising career?

Take every class possible. Gaylord gives you the tools to set yourself apart from every other school. It's just up to you to leverage that and prepare yourself. You have to work for it, and trust me it's worth it.

What do you do for fun outside of work?

Outside of work I enjoy trying new restaurants, spin class and taking my dog to the park. :)

[David] Tarp[enning] is the reason I was excited about advertising. Avery was the reason I wanted to know more about advertising. And last but certainly not least, Debbie Yount is the reason I strive to keep working in advertising. All three taught me key lessons, not only in my career, but in life.

How did your career path lead you to Anomaly?

I interned at a couple places while in college which solidified my desire to be in advertising and New York specifically. I moved to New York right after college without a job. I landed a job at GREY NY on the Covergirl account. After working in beauty for two years, I needed something new and that's where Anomaly came in. I now work on YouTube, Google, Converse and Sonos.



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