

JayMac

Gaylord College of Journalism and Mass Communication Alumni Association



GAYLORD ALUMNI SPOTLIGHT

“Right when I was at my lowest point, I remember getting up one morning and just committing to being successful that day no matter what.”

CHERYL ROSEBOROUGH

Founder & Chief Strategic Officer, Blyss Agency
Dallas, TX

Persistence pays off. Throughout the ups and downs of her life and career, Gaylord alum Cheryl Roseborough never lost sight of her goal. Now the owner of her own agency in Dallas, Cheryl shared with us about her time at OU and adventures afterward.

What is your favorite memory from the journalism & mass communication program at OU?

I have to admit that I initially didn't start out as an advertising student. I had to do some serious soul-searching to determine what career path I wanted to follow. Once I figured out that advertising was the career path I wanted to take I enjoyed my entire studies in the program. My favorite memory of my time in the program was in my Copy & Design class. I have always had a desire to create campaigns for luxury brands and I'm not quite certain why, but that class allowed me to use my creative mindset that I didn't even know existed to develop a unique campaign for Dooney & Bourke. It stretched me to write and design for the consumer instead of based on what I thought

I think it's important to note, too, that all I had when I started the company was \$25. I knew that I had a really big God leading and guiding me. As you can tell, my faith was important on my journey. It's still tough as a business. I tell people all the time: you hire and fire yourself daily. I wouldn't change any lesson I have walked through. It toughens you up to help others on their journey as well.

Describe your work at Blyss Agency.

What we do is pretty simple: at Blyss Agency we create campaigns and events that help luxury brand marketers reach the affluent African American by exposure, engagement and education through brand experiences.

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

The most significant moment of my career has been relationship-building with my clients. I've worked with clients from a

would appeal to me.

Did you have a favorite faculty/staff member in the advertising program?

I can't remember the name of my favorite professor (I've slept too much since then). What I do remember is that he taught the Copy & Design class. Since he came from an agency background, I felt as if we were getting firsthand experience into agency life. It kept me motivated and focused to keep going even in those times when I wanted to quit.

How did your career path lead you to founding your own agency?

While I was in my final year at the university, I began dreaming of one day owning my own agency in either Chicago or New York. A few weeks prior to graduation, one of my high school friends who had moved to Dallas asked if I wanted to move to Dallas as well. When I relocated, I interviewed for a Media Coordinator position at Temerlin McClain, which, in fact, was the only company I sent my resume to (my research process was quite extensive). A week after the interview, I returned to my hometown of Tulsa for the holidays. I had a car wreck while I was home and totaled my car. That accident delayed my return to Dallas for over a month. During that time, the position was offered to someone else. However, about six weeks after the accident as I began to prepare for my travel back to Dallas, I was offered the second Media Coordinator position at the agency. That is where my career began.

I didn't know it, but at that time Temerlin McClain was considered the country club of ad agencies. The wisdom I gained while I was there was invaluable. When I left the agency, I was working in the human resources department and knew that wasn't the path I wanted to take. I was much more creative than I thought. I love being challenged. It helps keep me motivated. I saw that I had the ability to make a change in the field for African Americans. It became my mission—I didn't stop and haven't stopped. I also wanted to open up an

number of diverse corporate settings. We've traveled together, hosted dinner parties together and celebrated birthdays. What's most important and crucial to the development of the business is building and securing those relationships. The dollars are the added bonus to the relationship. Those clients—even after budgets are cut—still maintain the relationship, to the point that when many of them transitioned to other companies, they brought us on board to assist them with our services.

I would say my other significant moment would be my children stepping in and working with me in all my entrepreneurial endeavors. They all, in some way, are working in the field today. That's a testament to how we make an impact with our children sometimes even when we don't know it or think they aren't paying attention.

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

The advice that I would give students aspiring a career in advertising is know where you want to go. Posture yourself to be a student in the industry first. Get to know the clients, the culture of the company you aspire to work at, et cetera. Be a good listener and understand that growth takes time. This industry changes daily. Stay current, relevant and relatable. Yes, we live in a microwave society, and this generation is loyal to the dollar. Think before you make moves. It will save you a ton of headache later. I'm a graduate student of that lesson.

What do you do for fun outside of work?

I do a multitude of things for fun outside of work. I own two other companies as well as I am in graduate school. So my time is severely limited. However, I love dinner parties where we strike up good conversations that are thought-provoking and encourage change in thoughts and lives. I have a very social lifestyle so I take those moments with friends to support efforts we are passionate about from the arts to women empowerment to homelessness.

internet coffee shop in the area in which I lived. That, however, did not come into fruition, and I'm glad it didn't.

When I took a leap of faith and gave a two-month resignation so they had time to fill my position, what I didn't take into consideration was the period before I fully got my bearings together and knew how to adequately get the company to function in a manner with which I was pleased. I took a couple of odd-end jobs that were very unfulfilling. I met with Mr. Lenier Temerlin a couple of times prior to his passing to get his knowledge on how to successfully run an agency. I moved to Wichita, Kansas, for a year and a half to heal from the relationship ending with my children's father. To be honest, a little depression set in. I didn't give up on being an entrepreneur though. I've had seasons of luxury living and seasons of homelessness trying to make dreams become a reality as a single mother with children. Right when I was at my lowest point, I remember getting up one morning and just committing to being successful that day no matter what. I had a client sign on immediately. That day changed the trajectory of my life for good.

My greatest joy is spending time with the ones I love. My children and my family are spread out across the globe now. We don't get to do it often, but when we do you are always guaranteed a really good day or evening of laughter. Especially with my one granddaughter that lives in Dallas. She always wants to dance and sing. She keeps me young and on my toes.



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