



Kelley Gann, '13
President/Partner, Freestyle Creative

After receiving advice to combine a passion with something she is good at, Kelley Gann did just that. Now, the 2013 public relations graduate works as president and partner for Freestyle Creative and has been a key part of its growth. Gann recently talked about how her time at Gaylord College helped her prepare for and discover her career path, her work within the Oklahoma film industry and more.

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

I still vividly remember when I first came to tour the campus and the dean gave me a tour of Gaylord College's new wing (which was just about to open for the upcoming semester). I knew right at that moment that I was going to attend OU, and Gaylord College was where I was meant to be.

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

I had a wonderful mentor at Gaylord

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

During my tenure, Freestyle has successfully grown over tenfold (earning a spot on the Metro 50 "Fastest-Growing Companies" list), and I was honored to become a partner in 2020. I'm an Oklahoma Gazette, Journal Record and Oklahoma Magazine "40 Under 40" honoree, Oklahoma's 2018 "Young Advertising Professional of the Year" and a 2019 Journal Record "Woman of the Year – Fifty Making a Difference" honoree.

How did Gaylord College prepare you for your future career?

OU really equipped me with a strong foundation in strategy, writing, account planning, creative direction and film production. Gaylord College also started me on my path to becoming a life-long learner — I want to continue on the journey that I started at Gaylord and always be learning, always be reading,

College: Professor Owen Kulemeka. He was my senior capstone professor, and I had learned so much from him during the class that I also asked him to oversee my Honors Research. After I graduated from OU, I started working in the advertising agency world and wasn't quite sure that I was on the right trajectory. I came back to Gaylord College and asked Professor Kulemeka for advice, and the advice he gave me changed the course of my career — ultimately leading me to where I am now. He asked me something simple: What are you passionate about? And how can you combine that with something you're good at? Then, it clicked for me.

How did your career path lead you to Freestyle Creative?

After a conversation with my mentor from Gaylord College, Professor Kulemeka, I realized that I wanted to build a career around what I'm good at (marketing and advertising), but also what I'm passionate about (the Oklahoma film industry). Freestyle Creative (which was Freestyle Productions at the time) ended up being the perfect place for me to combine the two. Freestyle was an indie film production company expanding into marketing, and I was able to bring my experience from working at a large ad agency to help the company grow into a full-service creative firm.

Describe your role at Freestyle Creative.

I'm president/partner at Freestyle Creative. I lead the Freestyle team and oversee all aspects of operation and strategic planning.

seeking out mentors and attending conferences/seminars.

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

Get to know your professors — they care and are truly invested in your success. Work hard. Appreciate your college years (they fly by so fast!) and get involved at Gaylord College — it will impact you the most in terms of your career and future success. Join the OU Ad Club, join PRSSA, join Lindsey + Asp — you'll get hands on experience, you'll learn from and meet professionals in your potential career field — and you'll meet other students on the same track as you who'll likely become some of your closest friends.

What do you do for fun outside of work?

I produce movies. The latest indie feature I helped produce (a crime thriller titled "Out Of Exile") is anticipating release later this year.

Are there any other organizations or projects you're involved with outside of your full-time job that you want to highlight?

I'm a graduate of Leadership Oklahoma City LOYAL Class XIII and an advocate for advancing Oklahoma. I currently serve on the board of directors for the American Advertising Federation of Oklahoma City (past president and chairman), AAF Tenth District (Oklahoma State Representative and past Mosaic Diversity & Inclusion Chair), the University of Oklahoma JayMac Alumni Association and the volunteer leadership council for the American Cancer Society of Oklahoma City.



OU Gaylord College of Journalism & Mass Communication
(405) 325-2721 | gaylordalumni@ou.edu | <http://www.ou.edu/gaylord/jaymac>
395 W. Lindsey Room 3000, Norman, OK 73019

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