



Ryan Williamson, '19
Customer Marketing Specialist, Salesforce

Ryan Williamson uses one word to capture his professional role: storyteller. He first applied his skills in the Disney College Program and is now working full time for Salesforce, telling the stories of the company's customers. The 2019 public relations graduate recently reflected on his time at OU, provided advice for current students and more.

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

I really enjoyed working in the Media Center near Lindsey + Asp — too many laughs, too little studying.

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

Katy Bergman Koontz for sure — I remember one of my first projects in "Intro to PR" was rebranding yourself and I had zero clue where to start. She helped me on everything (and anything) with this project. Because of her assistance and mentorship, all the way

blogs. I am the initial touch point when we're trying to get customers to share their success story with Salesforce. I interview, write and pitch these stories of success to product marketers at Salesforce who later present them at our largest conference: Dreamforce.

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

I'd have to say working on Universal Orlando's PR team and managing the Disneyland College Program. It was my first real eye-opener into how cool a job can actually be. I worked on sets of production for shows like NBC's Deal or No Deal, gave tours to high-profile journalists at attractions and took amazing backstage tours of iconic Disneyland rides and it truly gave me the idea of the sky being the limit. Those experiences motivated me to dream big, stay curious, be a hard worker and have fun while doing it!

from Intro to PR to today, she got me to where I am. I couldn't have asked for a better teammate (at OU's office of Web Communications) mentor and friend. This is what Gaylord College does — gives you an extended family, and I am forever grateful!

How did your career path lead you to Salesforce?

Upon graduation, I accepted a position in the Disney College Program as an emcee on a boat. I then received a promotion to manage the Disneyland College Program, assisting in social media marketing and event coordination. Because of COVID-19, I was let go from my professional internship at Disneyland early, and quickly found a role at a company called SpeedPro — a wide-format graphics franchise. I worked out of the corporate office assisting over 120+ franchises in their marketing, public relations and SEO capabilities. I knew I always wanted to go back to a huge company that makes an impact on our world, and Salesforce was the one.

Describe your role at Salesforce.

At the core of it, I'm a storyteller. I work with Salesforce customers (a customer is a business that uses Salesforce) to share their story on a variety of platforms — our website, videos and

How did Gaylord College prepare you for your future career?

Gaylord pushed me to realize I needed to get out of the classroom and gain real life experience. Learning in the classroom is great, but getting valuable, tangible experience is key. Also, Gaylord taught me to be genuinely good to people. Networking is important, but there is a difference between using others and networking.

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

Of course, internships are important — it is one of the only ways to get your foot in the door and make you more attractive on paper! But also, be kind to yourself. Have fun in college. Realize it's only four years. Take chances. Be proud of yourself and your accomplishments. Think big!

What do you do for fun outside of work?

I am an avid tennis player, a Peloton junkie and I'm always trying to find the next best meme on TikTok and Twitter.

I'd love to connect with alumni or whoever on LinkedIn:

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