



Will Langenberg, '11 **Manager, Creative Strategy at Verizon**

As an original member of Lindsey+Asp, Gaylord College's student-run advertising and public relations agency, Will Langenberg gained valuable experience during his time on campus. In his current role at Verizon, Langenberg is involved with the launch of emerging 5G technology. A 2011 advertising graduate, Langenberg recently shared how his time in Gaylord was beneficial and about his professional journey since graduation.

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

It would have to be founding the student agency, Lindsey+Asp, during the summer of 2008. I was one of 16 original members and was fortunate enough to be the first student president. We worked tirelessly through that summer - and the next two years -

launched 4G 10 years ago. It paved the way for Silicon Valley - all the apps you use today are made possible by 4G. 5G will enable the next wave of innovation, so we don't truly know all the possibilities. Being on the leading edge has its challenges, but it's fun to touch the early stages of a technology that is going to impact tens of millions of people.

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

- Launching the first 5G phone for Verizon.
- Winning a Webby Award for a VR film for GE.
- Leading a strategic repositioning of GE's multibillion-dollar healthcare business.
- Managing a Foot Locker holiday

to build the agency from a concept to a profitable operation of 30+ people, working with real clients. There was no playbook, and at that time, there weren't many other universities with student agencies. So we really had to make it up as we went along. We were all so encouraged by the school's investment in us, and we wanted to pay that back. Of course we also knew that the experience was invaluable and would set us apart from other candidates in the job market.

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

Professor Tarpenning (aka Tarp) and I grew super close over the course of my sophomore - senior year. I took two of his classes and worked with him daily at L+A. I certainly wouldn't be where I am without his encouragement, enthusiasm and guidance. His love of creative and ability to deeply connect with people in order to effectively work with them are two things that I've always tried to apply in my career.

How did your career path lead you to Verizon?

I interned at mcgarrybowen in NYC during the summer of 2010, between my junior and senior years. Upon graduating May 2011, I received an offer to work on their newly won Burger King account. I did that for about a year and a half, then worked on P&G for a hot minute, then Verizon for a little over a year. I then moved to BBDO, where I worked on GE for four years, with some Foot Locker projects sprinkled in. GE gave me the opportunity to do truly great brand-level work, plus extremely tactical work for their business units. All that experience set me up well for a switch to the "client side," as its known in advertising. I've been at Verizon in a marketing communications role for almost a year now.

Describe your role at Verizon.

My title is Manager, Creative Strategy. I work with our business partners to identify needs/priorities, then help set the strategy and collaborate with our agency partners to execute. In this role, I touch all our paid media. I also work closely with our retail, .com, PR, and other cross-functional teams to make sure we are going to market in a cohesive way that also reflects the nuances of these channels. I've been focused on 5G since I started at Verizon, which is super exciting since

campaign with James Harden, Paul George, Jimmy Butler, Carlos Correa, DeAngelo Russell and Isaiah Thomas.

- Becoming a published photographer with shoots for Garrett Leight Eyewear, Carolina Herrera and Helm Boots

How did Gaylord College prepare you for your future career?

The three key things Gaylord taught me were:

1. An eye for creative. Working with talented art directors and copywriters, and immersing myself in great work within my classes, gave me a head start in developing my own creative sensibilities.
2. Strategic discipline. Early in your career, the tendency is to only think tactically, and focus on the small pieces of a project that you touch. Gaylord taught me to see the larger strategic picture and value the long-term process of brand building.
3. Teamwork. Class projects are a true preview of the rest of your career. You can't do anything on your own in advertising. So it was important for me to understand how I best function within a team, and how I can motivate others.

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

I always tell people, college is what you make it. The hard truth is that it's not enough just to graduate with a solid GPA. You have to be proactive and figure out how to set yourself apart. I worked really hard to take advantage of the opportunities afforded me - especially through Lindsey+Asp. Those things defined my career trajectory at the outset. Find the things that are going to make your story unique.

What do you do for fun outside of work?

I live in Brooklyn, and I think people always think of the urban aspects of Brooklyn and NYC. Those are great, of course. But the underrated part is how much there is to do outside. There are beautiful parks everywhere. I went to the beach yesterday. I'm planning a hike in the next couple of weekends. Now I just have to schedule those activities around OU football, of course.



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