



Andrea Leitch, '08
Vice President of Marketing; GGP Parks, LLC

After beginning her career in the magazine industry, Andrea Leitch decided to return home to Tulsa and make an impact on her community. Now, the 2008 journalism graduate oversees marketing efforts for Gathering Place, Guthrie Green and Duet Jazz Club. Leitch recently shared more about her various career experiences, how Gaylord College impacted her and more.

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

I remember transitioning from Copeland Hall to the new Gaylord College building. The new computer lab was breathtaking, especially with the glass windows and the new Apple computers for students. It's amazing to see how Gaylord has transformed even from the initial phase of the new building to the sleek space it is today. Gaylord has always been a leader in technology and providing the most access and opportunities for its students.

in the heart of Tulsa. It's the largest private gift to a community park in U.S. history, and our goal is to be a welcoming place for all communities to gather and unify.

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

I oversaw the travel and cultures storytelling team at National Geographic for several years, and I traveled to some of the most beautiful destinations in the world, including Malta, Tanzania, Jordan and Peru, to name a few. I also met incredible explorers and storytellers from across the globe, and they are each a modern-day Indiana Jones with exhilarating stories from the field and also the classroom. There was never a dull moment at National Geographic.

How did Gaylord College prepare you for your future career?

I made many friends in Gaylord College, and they became a great

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

Kathryn Jenson White, known as KJW to her students, was my favorite professor because she prepared her students for their journalism careers. She constantly marked up our papers and gave blunt feedback, which was often difficult to read or hear as a student. She prepared me for the real world when it came to receiving constructive criticism from employers and colleagues. I became a stronger writer because of her editing, and she gave me a stronger voice. I have KJW to thank for the life-changing internship I experienced at Vogue magazine in New York City. Her mentorship and advice launched my career.

How did your career path lead you to the Gathering Place?

My degree was in print journalism, and my dream was to become the editor in chief of Vanity Fair magazine. Media has changed drastically through the years, so I quickly pivoted my focus to digital media right after college. I experimented with storytelling on digital platforms while I worked for different city magazines after college. This experience allowed me to get a job at National Geographic, which gave me amazing access to innovative leaders, creative brands, tech companies and the world. Tulsa is my hometown, so I wanted to return and help make my community an even better place with my expertise and experience. I moved back to Tulsa the opening weekend of Gathering Place, so I am honored to be part of a world-class attraction that brings together different cultures and people in such a beautiful outdoor space.

Describe your role at the Gathering Place.

I am the Vice President of Marketing for GGP Parks, LLC. In my role, I oversee the marketing departments for Gathering Place, Guthrie Green and Duet Jazz Club. I'm responsible for sharing the remarkable stories, inclusive mission and amazing experiences from our world-class properties. Gathering Place is unlike any park in the country, and it's located

network for me when I moved to a new city and traveled to new places. Even if I didn't know a person well or didn't attend college at the same time as someone, I knew that I could reach out to Gaylord alumni and they would be a great resource for networking and supporting my career. Plus, social media makes it easy to connect with alumni! I always connect with alumni via social media and then on email, whether it's me reaching out or having others reach out to me.

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

I encourage students to go for their dreams and apply for internships at companies or organizations where they want to work one day. It might seem impossible to get your dream internship, however, all you have to do is apply. For example, I applied to an internship in New York City when I was in college and never thought I'd hear back. A few months later, I was offered the internship and it changed my life and set the course for my career. Even if you don't think you have the experience or confidence, I recommend you go for it and apply.

What do you do for fun outside of work?

I enjoy traveling, running, spending time outside in warm weather and playing tennis with my husband, Patrick.

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

I own a jewelry company called A New Lady. I design and make jewelry (specifically earrings right now) to tell stories about iconic women in history. It's a passion project of mine because it combines my love for creating jewelry, writing, and reading about women into one storytelling platform. You can see my work at anewlady.com or on Instagram [@anewlady](https://www.instagram.com/anewlady).

Alumni are welcome to reach out to me on email at andrea.n.leitch, via LinkedIn, or [@andrea.leitch](https://www.instagram.com/andrea.leitch).



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