

SHANNON STOROZYSZYN

PARTNER

ARROW MARKETING, MEDIA & CONSULTING



From radio and television to newspaper and digital media, Shannon Storozyszyn's advertising career followed a winding, 14-year path before she established Arrow Marketing, Media & Consulting with her two partners in 2016. After graduating from Oklahoma State University in 2002 with an advertising degree, Storozyszyn started selling ads for a local radio station, but quickly transitioned to selling television ads and managing sales staff for FOX-25 and CW 34 in Oklahoma City. A decade later, she found herself selling digital ads and print ads for The Oklahoman, learning what she could about the intricacies of digital and what it took to have a successful digital marketing imprint.

After five years with The Oklahoman, Storozyszyn formed a partnership with Lexi Smith and Nicole Howell to establish Arrow Marketing, a firm offering integrated marketing communications, customer service and successful marketing campaigns.

"Arrow Marketing specializes in small- to medium-sized businesses, and our rates fit that size, too," Storozyszyn said. "We don't require benefits or a full-time salary. As a small boutique agency, we rely on referrals. Our focus is to deliver solutions that make our clients happy."

The firm's other two partners, Smith and Howell, also come from extensive advertising backgrounds.

After graduating from Southwestern Oklahoma State University in 2003 with a mass communications degree, Smith went into corporate marketing, but eventually moved to television ad sales and then to digital media sales at The Oklahoman. Howell followed a similar path. After graduating from the University of Oklahoma in 2006 with a broadcast journalism degree, Howell started her career selling advertising at The Oklahoman, remaining there for more than 10 years, honing her skills in digital media, newspaper advertising, direct mail, commercial printing, media buying and consulting.

"As we watched the media landscape rapidly change, we saw a need for honest, client-focused marketing," Storozyszyn said. "This organization doesn't fight change; we embrace it, accept it is an inevitable part of our business environment and maximize all opportunities for our clients."

"We are a team," she said. "We support each other in every way we can, and we are better because of it. Reliability is possibly Arrow Marketing's most valuable trait. Put simply, we do what we say and strive to be the most reliable person in the room."

Arrow Marketing was a Journal Record Reader Rankings finalist in 2020, and the firm is a member of the South Oklahoma City Chamber.