

Young UWO alumnus wins top PRWeek award

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<http://www.uwosh.edu/today/25747/young-uwo-alumnus-wins-top-prweek-award/>

University of Wisconsin Oshkosh alumnus Shane Arman '10, of Chicago, won the public relations industry's equivalent of an Oscar last week in New York City.

On Thursday, March 7, Arman received the 2013 PRWeek Young PR Professional of the Year Award. The [PRWeek Awards](#), held at the Grand Hyatt, celebrate the PR industry's hard work, creativity and dedication.

“Even on paper, this is the guy you want on your team,” said one judge. “He’s a leader.”

While working on his bachelor's degree in journalism with a public relations emphasis at UWO, Arman interned at Burson-Marsteller, one of the world's largest public relations and communication companies.

Upon graduation, he was hired full time by the firm and promoted twice. As a core member of the agency's sports marketing specialty, he helped drive results for clients like Discover and MetLife.

“I would attribute my early career success to carving out great relationships internally within Burson-Marsteller, with clients and with media,” Arman said. “Once those relationships were built, I've continued to learn how to nurture them in a way that's beneficial to everyone involved. The foundation of those relationship-building skills was built in my time at UW Oshkosh and I never have, and never will, stop refining them.”

Arman never lets a business card get dusty.

“Before working at Burson, when I would receive a business card, I didn't do much with it. Now, I understand business cards are fantastic currency,” he said.

Arman said his success also is founded on Burson-Marsteller's vast resource network.

“It's overwhelming how many talented and intelligent colleagues I work with, meaning the learning never stops,” he said. “Having so many smart people on your side at all times can be very powerful.”

As a first-generation college student, Arman made his way through school by working three jobs, including serving as an intern in UWO's Integrated Marketing and Communications Office.

“I couldn't have been successful without the amazing experience I had at UW Oshkosh, specifically, the extra-curricular activities, internship opportunities and the professors, which all more than prepared me to succeed at a global PR firm,” he said.

Read more:

- [Shane Arman, Winner, Young Professional of the Year](#)