

4321 W College Avenue, Suite 250
Appleton, WI 54914

www.coalescemarketing.com
P. 920 380 4444
F. 920 380 4445

FOR IMMEDIATE RELEASE
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**Coalesce Marketing & Design Appoints Dana Kohlbeck
as Public Relations Specialist**

APPLETON, Wis. – Coalesce Marketing & Design, Inc., a strategic marketing and communications agency in Appleton, has recently named Dana Kohlbeck as public relations specialist.

In her position, Kohlbeck plays a key role in developing and executing strategic communications and public relations campaigns for clients, and the agency itself. She also provides copywriting for various business-to-business and consumer product accounts.

Prior to joining Coalesce, Kohlbeck served as Fox Valley director for the American Heart Association, and as an account manager for a local sponsorship agency. In both positions, she developed marketing strategies and formed collaborative business and media partnerships to advance sales and sponsorship goals. She was also previously employed by the Minnesota Senate for legislative research and strategic communications.

A Green Bay native, Kohlbeck graduated from Gustavus Adolphus College in St. Peter, Minnesota with a Bachelor of Arts degree in communication studies and political science. She is a freelance writer for *The Green Bay Press-Gazette* and other regional publications.

Founded in 2004 by owners Michelle Richard and Lisa Piikkila, Coalesce provides a full range of strategic marketing and communications services to client businesses and organizations.

For More Information, Contact:

Michelle Richard
Coalesce Marketing & Design, Inc.
Phone: (920) 380-4444
Email: michelle@coalescemarketing.com