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**FOR IMMEDIATE RELEASE**  
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**Coalesce Promotes Melissa Fike to Director of Account Services**

APPLETON, Wis. – Coalesce Marketing & Design, Inc., a strategic marketing and communications agency based in Appleton, has recently announced the promotion of Melissa Fike to director of account services. This is a new position for Coalesce, which has more than tripled in staff size since 2004.

In her new role, Fike leads the agency's account services team by developing operational standards and efficiencies and providing employee and account supervision to ensure a high level of overall client service quality. In addition to internal responsibilities, Fike also serves clients by creating and executing strategic marketing and communications plans for business-to-business and business-to-consumer clients. Fike also plays an active role within Coalesce's business development team.

"Coalesce has experienced tremendous growth over the last few years and Melissa has been an integral part of our success," says Michelle Richard, agency co-owner. "Melissa's leadership, strategic thinking, attention to detail and ability to build strong relationships are just a few of her talents."

Fike joined Coalesce in 2005 as an account manager and quickly received projects with increased levels of responsibility. Soon after joining the agency she championed new client communication channels that extend the Coalesce brand and enhance the customer experience, while creating agency process accountability and proficiencies.

"With past experience on the client side, I have an appreciation for a solid agency-client partnership," says Fike. "The bottom line is for the Coalesce team to deliver creative marketing solutions backed by seamless processes, so our clients don't have to worry about the details – they can focus on the bigger picture."

Before coming to Coalesce, Fike was employed with RBS Lync, a member of the Royal Bank of Scotland Group, in Atlanta as product marketing manager for proprietary card products. She also has extensive marketing communications experience within corporate business-to-business environments as well as creative agencies.

Fike graduated magna cum laude from Frostburg State University in Maryland and is currently pursuing a master of business administration degree from the University of Wisconsin-Oshkosh. In 2007 she was recognized with an ADDY award from the Fox River Ad Club for her contribution to a direct marketing campaign on behalf of a globally-recognized business-to-business client. She is a member of both the New North, Inc. marketing and branding committee and the PULSE young professionals' network steering committee.

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### **About Coalesce Marketing & Design**

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:**

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