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**FOR IMMEDIATE RELEASE**  
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**Coalesce Expands Creative Team with New Assistant Creative Director**

*APPLETON, Wis.* – Coalesce Marketing & Design, Inc., a strategic marketing and communications agency in Appleton, announces the recent hire of Nicole Pauly to the newly created position of assistant creative director.

In her role, Pauly will help to develop and design high-quality creative solutions for client marketing programs and agency promotions, including traditional print as well as interactive and new media. In addition, she will lead and manage Coalesce's graphic design team for project planning and on-target and on-time execution and resource allocation, while partnering with the agency's account services team to recognize client needs and project deliverables.

"Nicole's creative design solutions and national brand management skills add a new depth of experience to our team," says Lisa Piikkila, agency co-owner and creative director. "We look forward to her playing a key leadership role in developing cutting-edge marketing campaigns to elevate our clients' and agency brand."

Pauly's background includes more than ten years of experience with brand management and graphic design, holding leadership positions within Fortune 50, medium and small businesses. Her most recent appointment was as senior associate brand manager with Unilever where she oversaw new product development, brand positioning and key marketing campaigns for the Popsicle® brand within retail channels, and the Popsicle®, Breyers®, Klondike® and Good Humor® brands within c-store channels. Pauly has also held various creative positions with Greatland Corporation including marketing services manager where she led and designed more than 600 annual brand campaigns targeted at the accounting industry. Her design work has been recognized by *Accounting Today* as "Most Effective Ad."

Pauly, a Green Bay native, is a graduate of St. Norbert College with a Bachelor of Arts degree in graphic communication, with an emphasis in marketing communications.

**About Coalesce**

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.

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COALESCE  
marketing & design, inc.

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Press Release

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