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FOR IMMEDIATE RELEASE
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Jacquelyn Sharkey Joins Coalesce as Business Development Manager

APPLETON, Wis. – Coalesce Marketing & Design, Inc., a strategic marketing and communications agency in Appleton, announces the recent appointment of Jacquelyn Sharkey to the newly created position of business development manager.

In her role, Sharkey will focus on growing Coalesce's business-to-business and business-to-consumer client bases by assessing and managing new regional and national business opportunities, while overseeing all facets of the agency's business development plan, including agency marketing initiatives and prospecting pitches. She will also contribute to community public relations efforts.

"Jackie brings a wealth of experience to our team in the marketing and public relations industry, specifically in business development," says Michelle Richard, agency co-owner. "We look to Jackie to help Coalesce cultivate new business opportunities in both established client-base industries and in new trade segments."

Sharkey, a Little Chute, Wis. native, has held account management positions with increased responsibilities, most recently at Weber Shandwick in Chicago, as well as public relations and marketing internships with the Green Bay Packers and U.S. Oil Company. She is a graduate of Loyola University, Chicago, with a Master of Business Administration degree, and the University of Wisconsin-Madison, with a Bachelor of Arts degree in journalism, with an emphasis in advertising and public relations.

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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