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FOR IMMEDIATE RELEASE
March 8, 2010

Coalesce Announces Gina Piarulli as Director of Account Services

APPLETON, Wis. – Coalesce, Inc., a strategic marketing and communications agency based in Appleton, recently welcomed Gina Piarulli as its director of account services.

In her role, Piarulli leads the agency's account services team by developing operational standards and efficiencies and providing account supervision to ensure a high level of overall client service quality. She also manages the account services team, encouraging employee development and skill maximization. In addition to internal responsibilities, Piarulli serves large agency accounts by creating and executing strategic marketing and communications plans for business-to-business and business-to-consumer clients.

"Gina's diverse marketing experience, mentorship skills and business savvy make her the ideal director of account services for Coalesce," said Michelle Richard, co-owner and operations director for the agency. "Coalesce and clients alike can look forward to benefiting from her unique marketing perspective and online expertise and techniques."

Prior to Coalesce, Piarulli was employed with J. J. Keller & Associates in Neenah where she was responsible for the development of new publications, newsletters, software, and online services for the human resources market. She also led the planning, design, and launch of Prospera[®], an online service for human resource professionals. Additional experience includes leading the creation of a patented online platform to develop instant redeemable coupons for clients in the food and beverage industry, as well as the development and launch of a new corporate website to support a rebranding effort within the organization.

Piarulli holds a Bachelor of Science degree in printing management from Ferris State University and is a certified professional in human resources (PHR) from the Human Resources Certification Institute. She also currently serves on the board of the Fox Valley Chapter of the Society of Human Resource Management (SHRM) as the vice president of marketing and public relations, as well as the membership/at-large director for the Wisconsin State Council of SHRM.

About Coalesce, Inc.

Founded in 2004 by owners Michelle Richard and Lisa Piikkila, Coalesce, Inc. is a Wisconsin-certified Women-Owned Business Enterprise (WBE), providing a full range of strategic marketing and communications services to client businesses and organizations. Coalesce was recognized as the State of Wisconsin's 2009 Emerging Small Business of the Year and is the Fox Cities Chamber of Commerce & Industries 2008 Rising Star Award winner.

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Press Release

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