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FOR IMMEDIATE RELEASE
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Coalesce Promotes Emily Mueller to Account Manager

APPLETON, Wis. – Coalesce Marketing & Design, Inc., a strategic marketing and communications agency based in Appleton, is pleased to announce the recent promotion of Emily Mueller to account manager. Mueller assumes her new account manager role immediately.

With a high level of brand, product and business culture familiarity, Mueller will lead the development and oversee the execution of marketing and communication plans on behalf of business-to-business and business-to-consumer clients, ultimately helping them to achieve their marketing and business goals. She will also continue to play an active role in facilitating marketing efforts for the agency itself.

“This well-deserved promotion reflects Emily’s incredible drive and dedication to our clients as well as the Coalesce team,” says Melissa Fike, director of account services for the agency. “Emily consistently exhibits professional posture, attention-to-detail and a positive, can-do attitude that both clients and her colleagues appreciate.”

Mueller joined Coalesce in April 2006 as an account coordinator and quickly proved herself as a dependable agency team member, receiving projects with increased levels of responsibility. Her agency accomplishments include serving as agency lead on various types of client marketing initiatives, assisting a major rebranding effort for a globally-recognized business-to-business client, and overseeing a new business identity and public relations campaign for a regional medical, business-to-consumer client. Mueller also serves on an internal agency committee focused on producing the agency’s quarterly newsletter.

Prior to joining Coalesce, Mueller worked as an associate marketing account executive at Greatland Corporation in Green Bay, where she was promoted to associate product manager for business software.

Mueller is a graduate of St. Norbert College in De Pere with a bachelor’s degree in business administration. She is currently pursuing a master’s degree in business administration with an emphasis in marketing from Marquette University in Milwaukee. In 2007, she was recognized with several ADDY awards from the Fox River Ad Club for her contribution to both a direct mail and environmental marketing campaign on behalf of Coalesce clients.

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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.

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