

For Immediate Release

EPIC Creative Adds Digital Marketing Specialist, Expands Account Management Team

WEST BEND, Wis. (Aug. 2, 2017) – EPIC Creative, a leading full-service advertising and marketing agency headquartered in West Bend, Wis., recently added a Digital Marketing Specialist and two Senior Account Managers to support the agency’s continued growth.

Prior to joining EPIC as a digital marketing specialist, Olivia Wang earned her undergraduate degree at the University of China in Beijing. While in the UK she received her master’s degree in international communications and from there she earned her master’s degree in information technology at UW-Madison.

Wang previously served as a digital/content marketing specialist at YouKu Tudou. Her most recent position as an eCommerce coordinator required her to work with multiple departments to maximize traffic and conversion opportunities while developing and managing digital/content marketing plans to increase awareness and engagement.

In her role, Wang will be responsible for planning, creating and implementing PPC and SEO marketing strategy, as well as analyzing and optimizing those marketing campaigns.

EPIC is also pleased to announce that Juan Paz, Jr. and Jacob Nelson have joined as senior account managers.

Prior to joining EPIC, Paz worked for nearly a decade at Kohl’s Corporation in various strategic and marketing coordinator roles. With a high level of brand, service and product familiarity, Paz will lead the development and oversee the execution of marketing and communication plans on behalf of EPIC’s business-to-business and business-to-consumer clients, ultimately helping them to achieve their marketing and business goals. Paz is a graduate of UW-Whitewater with a bachelor’s degree in public relations.

Prior to joining EPIC, Nelson previously worked for Savage Solutions in an account manager role. Nelson brings a great deal of video production, experiential marketing and digital advertising experience working on campaigns for brands such as SoulBoxer Cocktail Co., Chobani, Generac, ExxonMobil and Ferrari.

Nelson is also a graduate of UW-Whitewater with a bachelor’s degree in multimedia and digital arts.

“Being able to bring this trio to the EPIC team, with their background, experience and expertise in marketing, is something we are thrilled about,” said EPIC Creative Vice

President of Client Services Geri Weiland. “They have shown they will bring the energy and drive needed on a daily basis to support EPIC’s dynamic client roster and its ongoing growth.”

About EPIC Creative

EPIC Creative is proud to be recognized as one of the *Milwaukee Journal Sentinel's* 2017 Top Workplaces and Fastest Growing Firms, and to be listed sixth on the *Milwaukee Business Journal's* Largest Milwaukee-area Advertising Agencies. As a full-service advertising and marketing agency, EPIC serves a broad range of consumer and business-to-business brands by providing brand strategy, creative development, photography, videography, social media engagement, public relations and web design and development. Learn more at epiccreative.com.

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