

FOR IMMEDIATE RELEASE

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**ZIZZO GROUP ENGAGEMENT MARKETING WELCOMES
NEW VP OF DIGITAL MARKETING**

MILWAUKEE – (May XX, 2018) – Zizzo Group Engagement Marketing (ZG) – the region’s first engagement agency – is pleased to welcome Adam Kuhn as a digital marketing director. ZG has been recognized by *The Milwaukee Business Journal* as one of Milwaukee’s “Best Places to Work,” and as having one of “Milwaukee’s Coolest Offices.”

Kuhn brings nearly 8 years of experience to ZG, previously serving as a sports anchor and reporter on local television before his transition into digital marketing. He has joined ZG to lead search engine optimization, pay-per-click, analytics, and digital media strategy to determine the best way to bring brands closer to their consumers.

Kuhn earned a degree in mass communications with a broadcast journalism emphasis and a minor in communication studies from St. Cloud State University. Throughout his career as a digital marketing director, he has worked to become certified in Google Analytics, Google AdWords, and HubSpot.



“Adam brings his expertise in the digital marketing industry to our team,” said ZG President and CEO Anne Zizzo. “His talent shines through when looking for ways to increase a client’s brand presence in the digital space.”

Kuhn resides in South Milwaukee with wife, Jonalee, their two sons Elijah and Branson, along with their dogs, Bailey and Sergeant Rufus. When not working, he enjoys running, hunting, fishing, and managing his older son’s little league team. Kuhn also finds time to volunteer at Hales Corners Lutheran Church.

About Zizzo Group Engagement Marketing

At Zizzo Group Engagement Marketing, we believe successful engagement marketing lives at the intersection of brand and reaction. It’s the tingly blend of emotion and technology. The

The logo consists of the letters 'Z' and 'G' in a bold, white, sans-serif font, positioned to the left of a vertical line.The text 'ZIZZOGROUP.com' is written in a smaller, white, sans-serif font to the right of the vertical line.

fusion of passion and metrics. And the difference between storytelling and story re-telling. As an engagement agency, our job is to make our clients, their audiences, and the world-at-large feel something.

The agency serves a wide range of regional and national business-to-business and consumer clients. It creates strategic, engaging executions in traditional, digital, public relations, social and immersive disciplines. It also offers research through its exclusive “Excite” process, traditional and digital media planning and buying, and SEO, PPC and SEM services.

A future 50 company and a top 10 Milwaukee-area advertising agency, Zizzo Group works with many leading brands. Zizzo Group has been recognized as one of Milwaukee’s “Best Places to Work” by *The Milwaukee Business Journal and Milwaukee Magazine*, and as having one of “Milwaukee’s Coolest Offices” by *The Milwaukee Business Journal*. For more information, visit www.ZizzoGroup.com.