



FOR IMMEDIATE RELEASE

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Element Adds A Talented Trio to its Integrated Agency

Each new hire brings a valuable skill set and perspective to their departments

DE PERE, Wis. – [Element](#), a full-service advertising and web development agency with two locations in Northeast Wisconsin, continues to grow as it recently hired Adam Bormann as a paid digital media specialist, Alex Pichette as a graphic designer and Joe Shockey as a web developer.

Bormann brings six years of agency experience to the digital team, where he will develop and manage paid digital media campaigns. While having strong experience in paid media, he also has a background in copywriting. Bormann previously worked as a digital strategist and graduated from the University of Wisconsin-Green Bay with a Bachelor of Arts degree in English and an emphasis in creative writing.

As a part of Element’s creative team, Pichette will build and execute unique visual concepts for clients. He has over six years of design experience having worked as an art director at a local agency and Bergstrom Automotive in marketing and design. The UW-Green Bay alumnus graduated with a Bachelor of Design Arts degree and an emphasis in graphic design.

Shockey joins the web development team and will be responsible for web programming and providing ongoing technical support to clients. Previously, he worked at an agency for eight years as a web developer and administrator where he produced digital and web assets as well as managed client relations and budgets. Shockey graduated from the University of Wisconsin-Stout with a Bachelor of Science degree in industrial design.

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Headshots for media use can be downloaded [here](#).

About Element

[Element](#) is a full-service advertising and web development agency serving more than 80 clients throughout Wisconsin and beyond. Our mission is to produce great work that strengthens our clients’ bottom lines through marketing and sales. We pride ourselves on a down-to-earth culture and open, honest communication with our clients.

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