

Zizzo Group: Welcomes new Junior Art Director
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MILWAUKEE – (March 21, 2018) – Zizzo Group Engagement Marketing (ZG) – the region’s first engagement agency – is pleased to welcome Ethan Keister as a junior art 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.”

Keister is a 2017 graduate of the Milwaukee Institute of Art & Design (MIAD), where he studied graphic design and illustration. He joins the ZG team to concept and create all aspects of client brand support, including brand identity, social media and digital content design, and website design.



While earning his degree from MIAD, Keister spent seven months as a ZG intern, where he worked alongside ZG creative teams and leadership to further hone his design and conceptual skills. Prior to his internship, he worked for the MIAD admissions office and served as a MIAD New Student Mentor.

“Ethan has amazing illustration abilities which help us to round out the unique portfolio of creative services ZG is able to offer clients,” said ZG President and CEO Anne Zizzo. “His creativity, design background, and work ethic make Ethan a great addition to our team.”

Keister, who lives in the Milwaukee area, previously served as a volunteer for Kenya Outreach Project and created branding work for a business in Manali, Northern India. In his free time, he enjoys illustrating, hiking, skiing (both alpine and water), traveling, and rock climbing.

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 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.