

**FOR IMMEDIATE RELEASE**

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**ZIZZO GROUP ENGAGEMENT MARKETING WELCOMES  
NEW PR ACCOUNT EXECUTIVE**

**MILWAUKEE – (January 24, 2018)** – Zizzo Group Engagement Marketing (ZG) – the region’s first engagement agency – is pleased to welcome Kathryn Klopfer as a public relations account executive. 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.”

Kathryn brings nearly 25 years of experience to ZG as a strategic public relations and marketing communications professional, focusing on results and ROI for her clients. She has joined ZG in order to support the firm’s growth in its public relations practice and leads substantial regional PR accounts.

Kathryn earned a degree in journalism from the University of Wisconsin, and in the time since has worked with a myriad of industries. Most recently, she spent 13 years as a consultant, aiding her clients with strategic marketing, communications planning, public and media relations, engagement, new business development, fundraising and event planning. Kathryn’s journalism background keeps her true to her roots as a concise writer, editor and proofreader, thriving on deadlines and details for ZG and its clients.



“Kathryn brings such valuable experience and perspective to our team,” said ZG President and CEO Anne Zizzo. “The role of public relations is vital in the engagement marketing experience, and her skills are enhancing our very solid foundation.”

Kathryn resides in Germantown with her husband, two daughters, and family pets. When not working, Kathryn enjoys outside hobbies such as boating and water skiing, downhill skiing and running—running after her dog, running around to various sporting activities, or just running for fun. When not out running, Kathryn likes to read. She also is a volunteer board member of the Germantown Community Scholarship Fund.

**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



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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](http://www.ZizzoGroup.com).