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**ZIZZO GROUP WELCOMES NEW PR ACCOUNT EXECUTIVE**

**MILWAUKEE – (September 12, 2017)** – Zizzo Group (ZG) – the region’s first engagement agency – is pleased to welcome Krista Ruehmer 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.”

Ruehmer brings experience in corporate communications, agency public relations and she was a reporter at a few different regional publications. She has joined ZG in order to support the firm’s growth in its public relations practice and she leads substantial regional PR accounts. Ruehmer has created and executed communications strategies and tactics that met measurable objectives and protected and built the reputations of national brands; created public relations plans and media materials; acted as media spokesperson and prepared others; managed and wrote content for blogs, websites, public relations, social media and other marketing materials; and designed and executed messaging strategy.

Ruehmer attended the University of Wisconsin-Milwaukee and received a bachelor’s degree in journalism and mass communication. When she is not busy at work, Ruehmer enjoys running; Instagramming; blogging; tweeting; and time with her husband, stepdaughter, dog and cat. She’s a lifelong, accomplished runner. She has completed 18 marathons, including two Boston Marathons. She also has more than 40 half marathons and nearly a dozen ultra-marathons under her race belt. Ruehmer is married to Todd and is expecting her first son later this year.

**About Zizzo Group**

At Zizzo Group, 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



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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).

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