

## **Zizzo Group: Welcomes new Account Executive**

3/5/2018

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**MILWAUKEE – (March 5, 2018)** – Zizzo Group Engagement Marketing (ZG) – the region’s first engagement agency – is pleased to welcome Joe Zizzo as an 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.”

Joe brings more than 3 years of intern and fulltime experience in the marketing and communications fields. He has joined ZG to maintain and grow client relations, and to keep projects on time and on budget. Joe works with a number of clients in various industries such as healthcare, higher education, and finance.



Joe earned degrees in Communication Media Studies and Business Administration Marketing from St. Norbert College in De Pere, Wis. Over the last three years and throughout college, Joe has held marketing internships at Bergstrom Automotive, Krause Financial Services, Achieve Brown County, and ZG.

“Through Joe’s internship experience he was able to learn valuable lessons about what it means to work at an agency,” said ZG President and CEO Anne Zizzo. “Joe brings leadership and organization skills to our team which is essential when balancing various clients in different industries.”

Currently Joe is the Alumni Advisor for the Tau-Tau chapter of Kappa Sigma at the University of Wisconsin-Milwaukee. He lives in the Milwaukee area, but likes spending time with family and friends in northern Wisconsin. In his free time, Joe enjoys fishing and traveling.

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