

FOR IMMEDIATE RELEASE

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Allison Haberle Joins Element as Account Executive

Element's account services department expands

DE PERE, Wis. – [Element](#), a full-service integrated marketing agency with two locations in Northeast Wisconsin, hired Allison Haberle as a new account executive.

Haberle brings over 11 years of agency experience in account management, marketing, and leadership to Element. In her new role as an account executive, Haberle will organize and execute marketing solutions and manage strategic marketing plans for her clients.

Haberle graduated from the University of Wisconsin – Madison in 2009 and obtained her bachelor's degree in communications. She was involved in multiple societies such as the Public Relations Student Society of America (PRSSA) and also took on an internship at UW Athletic Communications to help grow her professional career.

Prior to relocating back to the Green Bay area and joining Element, Haberle was employed by multiple full-service agencies in Denver and Milwaukee. These agencies include Cultivator Advertising & Design, Made Movement, Lightburn, and Trefoil Group. Through these opportunities, she gained experience in the development and execution of fully integrated national brand campaigns and projects in print, outdoor, television, radio, social, and digital. Additionally, Haberle's background in the tourism, hospitality, technology, food and beverage, real estate, finance, QSR, and manufacturing fields have only helped her grow as an agency professional.

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About Element

Element is a full-service integrated marketing agency with more than 80 clients in both B2B and B2C industries. Our mission is to boost our clients' bottom lines using a strategic, research-driven approach that aligns creative campaigns, digital marketing, public relations, and more to keep sales prospects on the path to purchase and engaged with a brand. We pride ourselves on honest communication with clients and our down-to-earth, "Get Real" culture. Learn more and see our work at goelement.com.

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