

**FOR IMMEDIATE RELEASE**

November 11, 2020

**Element Expands Public Relations Department**

*Allison Tilque hired as a public relations specialist*

**DE PERE, Wis.** – [Element](#), a full-service integrated marketing agency with two locations in Northeast Wisconsin, hired Allison Tilque as a new public relations specialist. In her new role, Tilque will assist in the development of public relations plans, pitch media stories for clients, research media trends, and much more.

Tilque brings expertise in marketing, media relations, event planning, and public relations to the department. She graduated from Edgewood College in Madison, Wisconsin, in 2018 with a bachelor's degree in marketing with a certificate in public relations. Throughout her time at Edgewood College, she was involved in many different societies including the Bonner Leader Scholarship Program, the Delta Mu Delta Honor Society, and the Public Relations Student Society of America (PRSSA).

Tilque was also the recipient of a few awards while enrolled in her undergraduate degree. She was one of two Outstanding Undergraduate Scholar and Leadership Award winners and recognized as a student who excelled in leadership throughout their time at the Edgewood College Business School. Tilque also received the ROSA, or Recognizing Outstanding Student Achievement Award for her three-year-long dedication to improving the atmosphere of Edgewood's campus by practicing passion, leadership, and involvement in the community.

Prior to taking on her role at Element, Tilque gained marketing and event-planning experience at Badger Bay Management in her role as education director and designer. She was also involved in various internships at Edgewood College as a study abroad student intern and at WPS Health Solutions as an event specialist intern, which helped her grow as a 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](http://goelement.com).

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