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Insight Creative Welcomes Lauren Aleknavicius as Marketing Account Coordinator

Key Highlights:
- Lauren brings strong skills in communications and project management to the Insight Creative, Inc. team.
- Her experience with Dairy Cares of Wisconsin shows her dedication to making a positive difference in the community.

GREEN BAY, WI (January 16, 2025)— Insight Creative, Inc. is proud to introduce Lauren Aleknavicius as its new marketing account coordinator. With her passion for client success and her ability to keep projects on track, Lauren is ready to make an impact at Insight and in the Green Bay area.

"Lauren's enthusiasm and fresh ideas make her a perfect fit for our team," said Brian Brost, director of business development at Insight. "She will bring great energy to our clients and community."

Lauren's experience includes a public affairs internship in the dairy industry, where she managed social media, conducted market research and led an AI project to improve media processes. She also serves on the executive committee of Dairy Cares of Wisconsin, working to support children's hospitals through fundraising. She earned a Bachelor of Journalism from the University of Nebraska-Lincoln, where she studied sports media, advertising, public relations and communications.

"I love doing something new and different every day and helping wherever I'm needed," Lauren said.

Outside of work, Lauren enjoys being by the water, traveling and cheering on her favorite football teams.

About Insight Creative, Inc.
Since 1988, Insight Creative has delivered *Communication with substance* to consumer, business and industrial brands. For ultimate efficiency, Insight Creative houses all services—including web, creative, digital, media, PR and a full-service video-photo studio—under one roof in Green Bay, Wisconsin. Visit insightcreative.com for more information.