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Insight Creative, Inc. Promotes Seven Employees and Upgrades Existing Digital Department

GREEN BAY, WI (Oct. 22, 2024)—Insight Creative, Inc., a marketing agency based in Green Bay, is proud to announce the promotion of seven employees, including:

- **Molly Setzer** to Director of Paid and Earned Media
- **Olivia Biskobing** to Media Buyer
- **Sam Rowe** to Creative Director
- **Melissa Gorzelanczyk** to Senior Copywriter
- **Justin Parsons** to Digital and Web Director
- **McKenzie Kalscheuer** to Digital Specialist
- **Jay Bauer** to Visual Content Director

Several of the promotions align with a strategic move to streamline Insight’s long-held digital department and provide better reporting for social media, paid digital media, organic website traffic, Search Engine Marketing (SEM) efforts and Google Analytics 4 (GA4) tracking.

“Insight Creative is continuously evolving to provide the newest marketing options for our clients,” said Insight Vice President Niki Petit. “We’ve offered digital services for years, but it was time to pull all components together into one seamless department. This allows us to provide better reporting, precise tracking and ultimately to close the loop on achieving our clients’ goals.”

Insight Creative President Jim von Hoff emphasized the company’s strong culture in light of the recent changes, stating, “Staff development has been a priority since I founded the company in 1988. I’m proud of our team’s commitment to continuously be the best in their field. Everyone worked very hard for these promotions, and they are well-deserved.”

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.