



## **NEWS RELEASE**

Seroka

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### **VANESSA LACOSTE JOINS SEROKA AS ACCOUNT EXECUTIVE**

**Waukesha, Wis., February 11, 2009** – Vanessa LaCoste has joined Seroka as an Account Executive. In her new role, she will be responsible for bringing new clients to the agency from a wide variety of industries.

She will also work closely with select clients that she has assisted in the past to ensure they receive maximum benefit from Seroka's marketing, advertising and public relations efforts.

LaCoste most recently served as Account Executive with KSK Design Inc., Milwaukee, where she developed and implemented strategic marketing plans for clients, supervised projects and developed new business. At KSK she also held the position of Director of Business Development and, for a company subsidiary, Director of Sales. She also worked for AutoGuide Milwaukee Car Magazine in several roles.

"Vanessa's sales and marketing experience and her passion for her clients make her an ideal addition to Team Seroka," said Patrick H. Seroka, President and CEO of Seroka. "She will be a key factor in the continued growth of our company."

LaCoste is involved with numerous organizations, including the Metropolitan Milwaukee Association of Commerce; the board of ArtWorks for Milwaukee; and the Member Benefits, Programming and Holiday Event committees of the Business Marketing Association of Milwaukee. She earned a bachelor's degree in business administration with a major in marketing from the University of Wisconsin-Milwaukee.

"I look forward to utilizing Seroka's talent and resources and having clients experience the Seroka difference," LaCoste said.

#### **About Seroka**

Headquartered in Waukesha, Wis., with an office in Los Angeles, Calif., Seroka is a full-service branding, marketing, public relations, strategic planning and advertising firm that serves a nationwide client base. For more information, contact at 262-523-3740 or view its website at [www.seroka.com](http://www.seroka.com).

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