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Full-Service Agency, lookthinkmake, Welcomes New Hires

Katherine Wise, Director of Public Relations and Lauren Nail, Copywriter

AUSTIN, TX - Today lookthinkmake announced the hiring of two employees, Katherine Wise, director of public relations and Lauren Nail, copywriter.

“We are fortunate to be able to grow our staff and we are thrilled to welcome Katherine and Lauren to the lookthinkmake team,” said Patricia Buchholtz, partner and co-founder of lookthinkmake. “They bring a fresh perspective to their positions and provide a great blend of knowledge and passion for their work in public relations and copywriting.”

Katherine Wise comes to lookthinkmake from Visit Austin where she was the Communications Manager for over three years. Katherine has spent nearly a decade working in public relations and communications for the travel and tourism industry as well as government. Her efforts have landed coverage in print and broadcast outlets around the world, including Forbes, the Wall Street Journal, TIME, Travel + Leisure, National Geographic and Food Network. Katherine will be responsible for leading the public relations team, developing strategy and public communications plans and outreach for clients while continuing to build awareness and public engagement that positions our clients as thought-leaders and game changers in their field.

Lauren Nail joins lookthinkmake from The Richards Group, where she worked to communicate honest, human truths for brands like The Home Depot, MD Anderson Cancer Center, Charles Schwab, KeyBank, and The Salvation Army. Lauren will work in tandem with lookthinkmake’s art director to concept creative campaigns and write ads and content for clients. She will also be responsible for building unique voices for each client and determining their point of view and tone for any written marketing including writing headlines to full website's worth of copy.

Katherine and Lauren are joining the lookthinkmake team at an auspicious time. Their experience in destination marketing and their work in helping to create places that bring people together dovetails seamlessly with lookthinkmake’s roster of community-based clients.

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About lookthinkmake

Founded in 2008, lookthinkmake is a full-service advertising, public relations and digital marketing agency. As a firm dedicated to the practice of placemaking, lookthinkmake specializes in branding, advertising, public relations, conceptual positioning, identity and collateral design and production, digital development, and social media. lookthinkmake clients are innovators, businesses and organizations to brand big ideas and share them with the world, creating momentum to carry them well into the future. For more information about lookthinkmake visit their website www.lookthinkmake.com