



United Way  
Manitowoc County, Inc.

FOR IMMEDIATE RELEASE

Contact:

Courtney Pelot, Marketing and Brand Strategy Manager

[courtney@unitedwaymanitowoccounty.org](mailto:courtney@unitedwaymanitowoccounty.org)

920-682-8888 ext. 107

## United Way Manitowoc County Welcomes Courtney Pelot as Marketing and Brand Strategy Manager



**Manitowoc, Wisconsin (September 25, 2018)** United Way Manitowoc County is proud to announce and welcome Courtney Pelot as the new Marketing and Brand Strategy Manager. Pelot will be responsible for the development and execution of strategic marketing, communications, brand management, and media relations in support of year-round fund raising efforts for UWMC.

Pelot was born and raised in Manitowoc, and notably won the title of Miss Wisconsin 2016, a title within the Miss America Organization. Pelot spent her year of service promoting her platform, “Open Books, Open Opportunity: Promoting Literacy in Our Communities” and serving as a goodwill ambassador for Children’s Miracle Network Hospitals. While she travelled almost 35,000 miles across the state and made over 200 appearances, she provided thousands of free books to students and worked with countless elementary schools, public libraries and literacy organizations, including many in Manitowoc County. Following her year of service, Pelot moved to the Madison area to continue her career, though she knew she wanted to return to Manitowoc in the near future as her passion continued to be working to strengthen and improve her community.

“I am thrilled to have returned to my hometown and to be a part of this incredible team,” said Pelot. “It’s a very exciting time for United Way Manitowoc County, and I couldn’t be more energized to serve in this capacity to collectively make a lasting impact in a community that I am so deeply passionate about.”

Beyond the extensive marketing experience she gained as Miss Wisconsin, which includes working closely with Dick Clark Productions leading up to the national pageant, Pelot joins the UWMC team with a breadth of knowledge across digital and traditional marketing, branding and social media. She graduated from the University of Wisconsin-Madison with a Communications Arts degree. Prior to returning to Manitowoc, Pelot was the Marketing Specialist at Greenway Station Shopping Center in Middleton where she developed and executed the center wide marketing strategy, and previously worked at a top social media agency, Ideas that Evoke, managing multiple national clients’ social strategy, content creation and community management. Pelot also has editorial and marketing experience from various collegiate

internships and brand ambassador opportunities, where she worked with national brands including American Eagle Outfitters, Sephora, Victoria's Secret PINK and Neely & Chloe.

The entire UWMC team is excited for Pelot to lead the marketing and brand strategy efforts going forward for UWMC and this thriving, resilient community.

**United Way Manitowoc County:** UWMC envisions a community where all people achieve their human potential through education, financial wellbeing, and healthy lives. We accomplish this through volunteer and resource development, partnership building, and advocacy. We use an asset-based model focused on accountability through measured results. United Way Manitowoc County is part of United Way Worldwide, a network of more than 1,800 communities working together to improve lives by mobilizing the caring power of people. For additional information, visit [www.unitedwaymanitowoccounty.org](http://www.unitedwaymanitowoccounty.org) or call (920) 682-8888.

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