



KATIE KOZAK

COMMUNICATIONS DIRECTOR

Katie Kozak supervises clients' marketing and public relations initiatives. She offers marketing and communication strategic counsel to clients and the agency. True to Capture Sports & Entertainment's mission, Katie has a passion for using her expertise in media relations and social media marketing to help raise awareness of professional athletes' and coaches' philanthropic efforts.

Having worked in a wide array of B2C and B2B industries—from health care and education to pet products and not-for-profit—Katie has developed a sense for creating engaging and newsworthy marketing campaigns. She also has issues management and crisis communications experience, offering a sound and calm perspective in the face of a challenge.

Before joining Capture, Katie worked at two other Milwaukee agencies that specialized in strategic planning, public relations, digital marketing, and creative design. She was responsible for managing dozens of clients' public relations, influencer marketing, and organic and paid social media programs.

Katie is a University of Iowa graduate, and outside of work, she enjoys traveling, fishing, exploring Wisconsin's parks and trails with her husband, daughter and their two dogs, and spending time with her friends and family.

