

## **FOR IMMEDIATE RELEASE**

Contact: Brian Brost, Director of Business Development  
Insight Creative, Inc.  
920-632-3399  
[bbrost@insightcreative.com](mailto:bbrost@insightcreative.com)

### **Insight Creative, Inc. Welcomes Two New Hires**

#### **Key Highlights:**

- Marketing account coordinator **Kelsey Tointon** brings strong skills in organization and project management to the team.
- **Cindy Ossmann** fills a key role as business administrator, ensuring Insight's financial processes are accurate, transparent and sustainable.

**GREEN BAY, WI (June 18, 2025)**— Insight Creative, Inc. is proud to introduce Kelsey Tointon as its new marketing account coordinator and Cindy Ossmann as business administrator.

**Kelsey Tointon's** experience includes work as a marketing assistant at Parallel 44 Vineyard & Winery, where she built digital strategies, designed graphics and helped plan events. She developed her skills through administrative and marketing roles in the finance, healthcare and nonprofit fields, including at the Door County YMCA and Community Health Systems in Tennessee. Tointon holds an associate degree in business management from Northeast Wisconsin Technical College.

"Kelsey's enthusiasm and organizational skills make her a perfect fit for the marketing account coordinator role," said Brian Brost, director of business development at Insight. "She will bring great energy to our clients and community."

**Cindy Ossmann** brings her lifelong passion for numbers to the team. She began her career as an accounting manager at a distribution company, processing accounts payable and receivable for thirteen companies under their management. She later stepped away to focus on raising her three children and helping run the family farm. In 2013, she became the part-time clerk for the Town of Glenmore—an elected position she held for 12 years—where she handled the financials, accounting and taxes. Ossmann holds a bachelor's degree in accounting from St. Norbert College.

Insight Vice President Niki Petit said, "Cindy is a vital addition to give us the data and numbers we need to be successful. I've been with Insight for 20 years, and our team is one of the strongest we've ever had. It's going to be a great year."

For more about the Insight Creative, Inc. team, visit <https://insightcreative.com/about/>.

**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](http://insightcreative.com) for more information.