

Hurley named EagleHerald ad, marketing manager

MARINETTE — Tricia Konyon-Hurley has been promoted to the position of advertising sales & marketing manager at the EagleHerald.

Hurley is responsible for supervising the sales staff, sales training, budgeting, marketing, coordinating all special sections, servicing accounts, supporting local businesses and helping them achieve growth, and representing the EagleHerald within the community.

“The EagleHerald is very pleased to have Tricia leading its advertising and marketing efforts,”

said EagleHerald General Manager Kathy Springberg. “Tricia has the knowledge and skills to help our marketing partners grow their businesses. We know she will use all of the EagleHerald’s print and digital resources to drive traffic and sale to our communities’ small and large businesses alike.”

A native of Menominee, Hurley has been working in the marketing and communications field for



Hurley

the past 22 years since earning her bachelor’s degree in advertising and public relations from the University of Wisconsin-Oshkosh in 1998. She began her professional career as an advertising assistant/graphic designer at the EagleHerald and now her career has come full circle.

“I am excited to step into this role for the EagleHerald and am looking forward to building upon an already strong foundation to carry us forward into the future,” said Hurley, who rejoined the EagleHerald in October of 2018.

In between her stints at the

EagleHerald, Hurley has worked as an account executive for Bellin Health, director of sales & marketing for UW-Marquette, sales & marketing director for Farmers & Merchants Bank & Trust and as a media coordinator/marketing services administrator for the former Aerial Company.

“In these roles, I gained vast insight into the many facets of marketing and advertising including design, sales, product marketing and promotion which has made me well-rounded and knowledgeable in these areas,” she said.

Hurley has served on the Board of Directors for the Peshtigo Chamber of Commerce, the grant review committee for the Tri-County United Way, various university committees, is a former Ambassador for the Marinette Menominee Area Chamber of Commerce and is a graduate of the Chamber’s Leadership Academy.

In her spare time, she enjoys traveling and sightseeing, spending time with family and friends, music, art and reading.

Hurley and her husband Jim live in Peshtigo with their daughter, Nathalie.