



DANIKA HOLT

MARKETING & PR MANAGER

Danika Holt is an intricate part of our marketing team, where she helps bring our client's missions to life.

As a former college athlete at Concordia University Wisconsin, she graduated with a Bachelor of Science degree in Sport and Entertainment Business. Some of her greatest achievements during her time there include developing a university broadcast journalism position, working with the National Basketball Wives' Association in Los Angeles, the 2017 U.S. Open, the 2017 NCAA Men's D1 Basketball Tournament, Super Bowl LII, and more.

Danika has implemented marketing and communication strategies, launched brands, planned, and executed events and managed digital content across brands in Manufacturing, Baseball, USL Soccer, Automotive, Philanthropy and Entertainment Industries.

She has a passion for giving back and is a member of Make-A-Wish® Wisconsin's Young Wishmakers of Wisconsin. Where she serves as a Make-A-Wish® advocate and ambassador at events and brings hope, strength and joy to Wisconsin children in need.

Holding the title of Miss Wisconsin USA and competing for Miss USA on Nationally Broadcasted FOX, has given her great influence to positively impact those around her, keeping community and volunteerism at her forefront.

When she's not working, she enjoys being outside, hiking and walking with her husband and dog Luca, being with family, blogging, podcasting, and traveling.

